



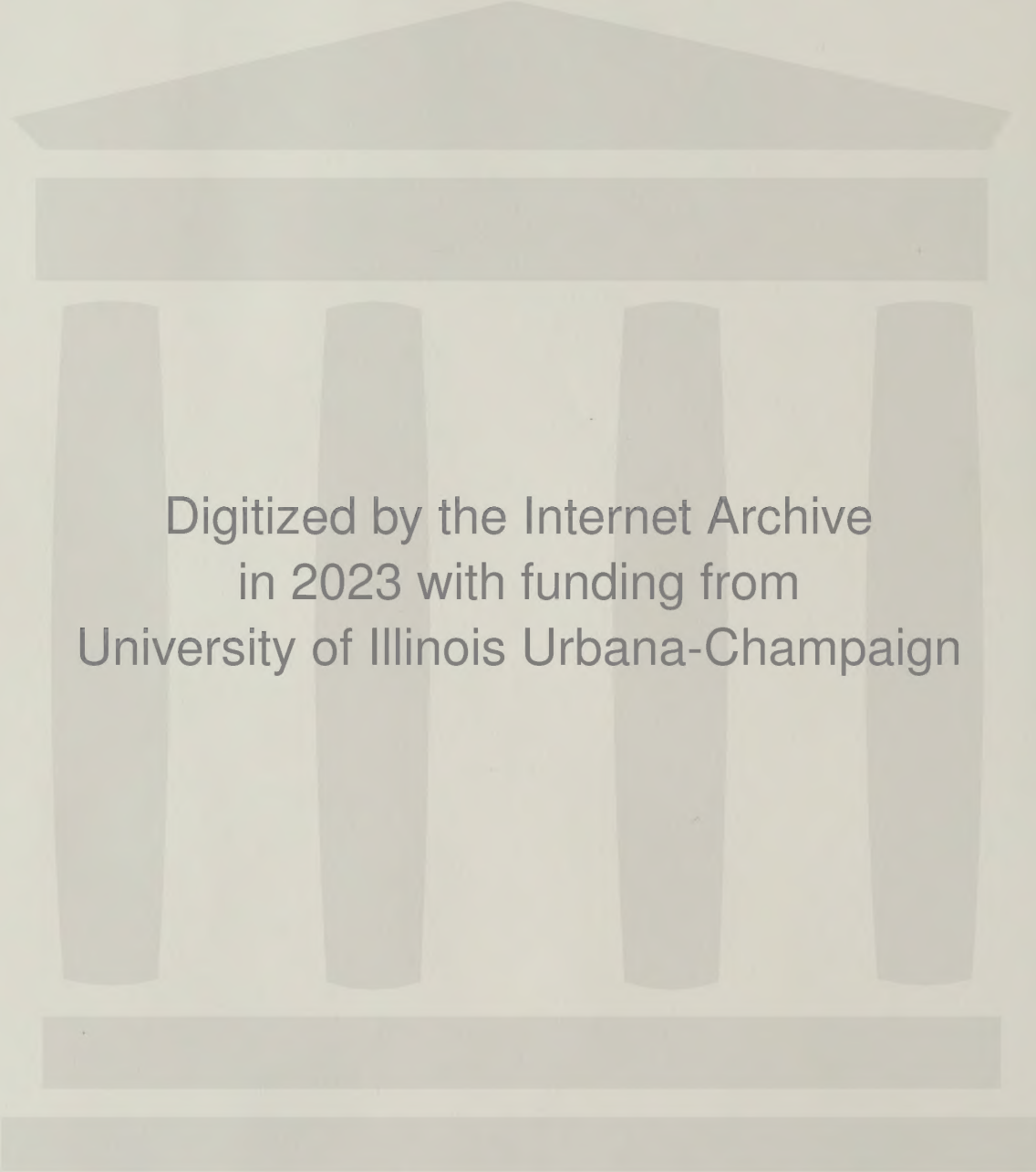


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# Crockery and Glass Journal

The Representative Paper of the Industry  
Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

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VOL. 94

JANUARY 5, 1922

No. 1

## AS THE EDITOR SEES IT

### 1-9-2-2 TOUCHDOWN!

THE ship of business is launched upon the industrial sea of 1922. It has a fretful though very interesting voyage before it.

Wise pilots will tighten their grip on the helm, and keep a steady lookout for dangers on the way. A sharp eye and a clear mind are necessary factors in guiding the ship of industry safely into the port of security.

Let's go! Full steam ahead!

To make this year a better year for business, we must—all of us—work a little harder, spend more (as impractical as this may appear at first glance) and, above all, *produce more*. To do these things we must of necessity earn more, and the only way to earn more is to serve and produce more.

Few of us are in business for our health—outright. Most of us are in business because of our love for the game; we are all of us in business—we are all of us salesmen—because industry is sustained by salesmanship and that is our economic foundation and place in the general plan of life. We are all of us in business to make a profit—to build fortunes and to win success.

Why not reap a full harvest?

And to reap a full harvest we must "get down" to the bed rock of our own individual businesses. As active, producing units we must contribute materially and constructively to the fabric of business as a whole.

This philosophy applies to manufacturers as well as to retailers, and to salesman as well as clergymen.

IN the business of selling to the consumer the retailer has a vast and productive field to explore and conquer.

The retailer must have patience. He must have tact; he must have a thorough knowledge of his goods, and he must apply himself to his business, heart and soul, to the best of his ability.

In the matter of store management, no matter how satisfying the present systems of selling, stock keeping, and general store practices may appear, they can be made better, more efficient and more profitable as a result of study (analysis) and painstaking application.

There has never been a genius, handicapped by poor health, or other limitations, who would not have been a greater man for strength, systematic discipline and an abundance of energy.

The same applies to business. Give it healthful management, system and productive force and watch it grow!

Simplify your books and accounting systems so as to be in a position to give a customer, instantly, a bill when asked for. Keep an active day-to-day "tickler" of accounts, individuals and sales observations. Observe credit formalities in all transactions. These stimulants will make collections better, tone up sales, create more confidence.

Broaden out, build up, energize *from the inside*. We usually get what we go after. Go after business!

Make 1-9-2-2 the touchdown signal for normalcy and success.



## Board of Management Meets

### Banquet Committee Makes Preparation For Annual Dinner

#### Chas. A Postley Wins New Membership Prize

At a meeting of the Board of Management of the Pottery, Glass & Brass Salesmen's Association, held in the Crockery Board of Trade rooms, December 30th, some twenty-five new members were placed on the active (elected) list and the death claim of Henry S. Weber, who died on December 22 just passed, was duly admitted for settlement.

Lee Schoenthal, President, presided and several matters of immediate importance were promptly attended to.

New members elected were:

Jack Blawstein, Mogi Momonoi & Co., New York; Harry M. Werner, S. Herbert Cut Glass Co., New York; Frank Ware, Sanitary Tray Co., Brooklyn; Henry M. Price, S. Herbert Cut Glass Co., New York; Abe A. Graubard, Herbert & Nieuwirth Co., Inc., New York; Moses S. Koch, M. S. Koch Mfg. Co., New York; Jack Frank, Ass't. Buyer, Howland D. G. Co., Bridgeport, Conn.; Jordan Cumner, Martin's, Detroit; Wm. P. C. Brown, Buyer, Charles Williams Store, Brooklyn; Morris J. Weiss, Buyer, Hoenig & Schwartz, Trenton, N. J.; Herman Rosenbaum, M. Rosenbaum & Son, New York; J. Frank O'Brien, The Cohen Co., Richmond, Va.; A. J. Becker, James McCreery & Co., New York; Christian A. Christiansen, Housefurnishing Review, New York; J. Chas. Groshut, Buyer, Bush Terminal, New York; Archie P. Schlang, Meyer & Danziger, New York; Niel Handest, Handest Specialty Co., New York; Simpson Levine, Levine Silversmith Co., Bronx, New York; Harold J. Everts, Everts Zuver, New York; John E. Postley, C. A. Postley & Son, New York; Jas. R. Calvin and Wm. J. Gibson, Edward B. Dickinson, Inc., New York; Paul Schnelock and Wm. A. Jones, Geo. Borgfeldt Co., New York; Jesse P. Sutton, Voss & Co., New York.

The "new membership" drive for which President Lee Schoenthal offered a prize for the one securing the most members for the year, ended on December 31, with Chas. A. Postley, the well-known manufacturers' representative, coming through with flying colors. He has put in some strenuous work in behalf of the association during the campaign and has fifty-seven new members to his credit as a result of his efforts. The nearest approach to this record was A. S. Baker, buyer for Gimbel Bros., Philadelphia, who comes second in the list with twenty-seven members. L. D. Seixas comes third with 14 members. S. S. Pielow fourth, with 12. M. K. Lindner fifth, with 11.

At the close of the regular meeting the Dinner Committee met to start the ball rolling in preparation for the annual banquet to be held at the Hotel Astor on Wednesday, February 15th.

Arrangements, as per the Committee report, have been made to accommodate three hundred or more guests, and the affair is expected to register a high success.

The present plan is to have not more than two well-known speakers and to have the remainder of the program made up of several surprise features. Tickets for the dinner have been very fairly priced, at six dollars, which will cover everything from soup to nuts. They may be obtained through members of the Banquet Committee as follows: Wm. S. Pitcairn, 104 Fifth Ave.; Howard R. Handy, 920 Broadway; Julius Rosenfeld, 14 West 23rd Street; E. W. Hammond, 10 West 23rd Street; F. Calvin Demarest, 92 West Broadway; J. Meredith Miller, 54 Murray Street; Harry P. Muirheid, 310 Roseville Ave., Newark, N. J.; Wm. C. Lynch, East Liverpool, O.; Herman A. Diehl, 7 West 24th Street; D. Carlton Tracy, 16th Street and Irving Place, and Henry Bigart, 37 East 18th Street.

### New Wholesale Concern Has Formal Opening

The Goodwyn Crockery Co., Memphis, Tenn., the trade's newest wholesale concern, was formally opened for business on December 12th. The offices and sample room are located at 75 Union Avenue and their warehouse and shipping department is on East Carolina Avenue. R. D. Goodwyn M. A. Goodwyn and H. W. Stotz are officials of the new organization. All are men of long experience in the trade. Salesmen will start out soon to travel the Memphis trade territory. The concern are importers and jobbers of crockery, glassware, china, woodenware, enamelware and kindred lines.

### Theodore Jones Resigns

Theodore Jones has resigned as President and Director of the Jones, McDuffee & Stratton Corporation, Boston, effective January 1, 1922.

Mr. Jones sold his interest in the company about a year and a half ago, but stayed on as the head of the business till the new owners became familiar with the problems.

The business was founded in 1810 by Otis Norcross the elder, and has been continued without interruption since. Mr. Jones entered the business in 1885 and became a partner in 1893, succeeding his father as President in 1916.

### Fisher, Bruce & Co. Dine Their Sales Staff

On Tuesday evening, December 30th, Fisher, Bruce & Co., Philadelphia, gave their usual annual dinner to their twenty-six salesmen and heads of departments at the Manufacturers' Club.

To five of them, who had been continuously associated with the firm for twenty-five years, were given a handsome gold watch, chain and pencil.

Addresses were made by William C. Conley and others and a very enjoyable evening was passed.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

GEORGE LOBSITZ, whose activity as a buyer of china, glassware and housefurnishings extends over a period of many years, during which time he has become well and favorably known to manufacturers and salesmen from coast to coast, will from now on lead a life of comparative ease. He will continue to keep his desk at the Hahne & Co., Newark, N. J., establishment and will remain on the company's pay roll but from now on will not be active in managing the above department as formerly. Mr. Lobsitz has been connected with the Hahne Store for about thirty years and during the past several years has acted as merchandise manager for the above departments, leaving the actual buying to his assistants.

H. F. Phillips of Thomas G. Jones' sales staff, left Thursday night for Pittsburgh where he will open up the display for the Mound City Glass Co. at the Fort Pitt Hotel on Monday. This is one of the lines handled by Mr. Jones in New York.

Thomas G. Jones, D. King Irwin and Guy Cooke are among the local manufacturers' representatives leaving Sunday for Pittsburgh, to look after their customers in the Metropolitan district who are visiting the exhibit.

Charles W. Conant, buyer for Porteous, Mitchell & Braun Co., Portland, Me., is registered at the Prince George this week while placing orders for his concern. Mr. Conant said his department enjoyed a highly satisfactory business during November and December, in fact he said, "It has been good all the fall with the exception of about two weeks in October, when sales dropped slightly below the usual volume."

C. T. Atkins, buyer for Auerbach & Co., Salt Lake City, Utah, arrived in town on Monday to spend a week or ten days in the local market. He is stopping at the Prince George.

Charles L. and David L. Wise, who recently established their salesroom at 10 West Twenty-third Street, have taken an adjoining room in order to properly accommodate the extensive sample lines from the Emil F. Kupfer and West Philadelphia Cut Glass Co., factories which they represent.

George Unger, who is associated with his father Edward A. Unger, representative for the East Liverpool Potteries Co. line, is making a three weeks' trip calling on the trade through Pennsylvania.

John Postley, of Charles A. Postley & Son, leaves on Sunday for Philadelphia and will make several stops *en route* to Pittsburgh where he will take charge of their exhibit of housefurnishing specialties at the William Penn Hotel. The concern have engaged an additional room at the Morrison Hotel to display their line during the Chicago Show in February.

C. Sorenson, with the Poole D. G. Co., Springfield, Mass., is another of the early new year buyers to arrive in New York this week. He will be at the Woodstock for the week.

Arthur F. Ellis, buyer for Almy, Bigelow & Washburn, Inc., Salem, Mass., registered at the Prince George on Monday for a week's stay.

Charles Baxter, who recently took the buyership for The LaSalle & Koch Co., Toledo, after spending several days in New York leaves Friday night for Pittsburgh where he will put in some time looking over the various exhibits.

Felix Wohlgemuth, formerly for some time associated as salesman with the Hirsch-Malgood Co., and who resigned a year ago to go with the Alpha Glass and Decorating Co., returned on January 1st, to his old position with the former concern and will be in Pittsburgh during the January exposition with Julius Hirsch and S. H. Correll to look after the trade.

E. W. Hammond, New York agent for Knowles Taylor & Knowles, Geo. R. West & Sons, etc., departed for the Pittsburgh Exposition on Sunday to be gone a week or ten days.

Some very interesting territorial changes have been made this week in the field staff of Geo. F. Bassett & Co., 73 Barclay Street. Expanding business and field generalship has caused a re-division of the sales territories formerly covered by Col. Wm. Elisson, who has heretofore covered the far west. His concentrated field will take in the middle west and Pacific coast. He will relinquish the Southwest, which includes Texas. J. C. Jonas, formerly with the concern prior to 1915, has been re-enlisted as an active staff veteran and will cover the Southwest, Texas, Oklahoma, Mississippi Valley, Indiana and Illinois.

Fred O. Shattuck, New England representative, will include New York State, western Pennsylvania, Ohio and Michigan. Wm. Collyer has adopted Virginia, the Carolinas, Alabama and Florida.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

POTTERY manufacturers have arranged their 1922 lines, and sample rooms of all potteries in this district are now prepared for the reception of buyers. Border patterns predominate in every display, although numerous sprays and gold band and line effects are also on view. A number of sample rooms have been rebuilt since buyers were here a year ago, and when the trade visits the district this month they will view improvements that will long linger as pleasant memories. Some of the new patterns which are being displayed will not be available for immediate delivery, as particular editions of decals have not been delivered. However, the receipt of these is expected within a few weeks.

Cecil E. Taylor, who in former years had charge of the exhibit of the Taylor, Smith & Taylor Pottery Co.'s line at the Fort Pitt Hotel, Pittsburgh, Pa., will work out of the home office this month. W. C. Lynch and William L. Smith, Jr., will also look after visiting trade at the factory.

C. A. Clark, of Boston, representing the Hall China Co. in that territory, has returned home after spending a week at the home office. It has been two years since Mr. Clark has visited the local district. He was registered at the Elks Club.

John Hahn, buyer of china and glass for The Fair store, Cincinnati, when here late last week announced that he had been advanced to the position of general manager for that store, effective January 2nd. He was in the local market buying stock for January and first quarter delivery.

Leon Neubrik, buyer for the china department of the Crowley-Milner department store, Detroit, Mich., was in the market late last week. He specified merchandise for first quarter delivery, both open stock patterns and sets. "Our holiday trade was good," Mr. Neubrik declared.

The majority of the pottery corporations in this district will hold their annual meetings this month for the purpose of electing directors and officers. Few if any changes are contemplated in any of the organizations, save in one possible instance. Inventories are now be-

ing taken, and as soon as totals have been arrived at, annual meetings will be called.

The repeal of taxes on freight rates, effective as of January 1, was welcomed by pottery manufacturers and buyers. The manufacturers have been compelled to pay the war tax on freight bills for raw materials, while buyers have paid the tax on shipments of the finished product.

The new Research Committee of the United States Potters' Association will hold its first informal meeting in the rooms of the Potters' Club, this city, during the current month, according to Chairman A. V. Bleininger, of the Homer Laughlin China Co. No announcement has been made as to what particular subject will be discussed at the first session.

Following completion of repairs to machinery and in the engine room, the plant of the French China Co., at Sebring, O., has resumed operation in full. The Sebring Pottery Co., Limoges China Co., Saxon China Co., and the E. H. Sebring China Co., are now all active. Managers of these plants do say that the outlook for business during the new year is exceedingly bright.

Elijah Ray, one of the stockholders and active in the management of the Globe Pottery Co., at Crooksville, O., has disposed of his interests in that corporation and will enter another line of business in Zanesville. The Globe Co. is a manufacturer of stoneware, and is one of the oldest plants in the Crooksville stoneware district.

E. D. Brennan, Chicago representative for the Taylor, Smith & Taylor Pottery Co., has been spending a week at the local offices of this firm.

The Potters Co-Operative Co. for 1922 are showing in their new sample room four new border patterns on their "Panama," or plain shape, and two new spray patterns on their "Banquet," or fancy dinner shape. In addition to these lines, there is being displayed four new decorated lines of nappies, a specialty this firm has always been active in producing. In addition to the border patterns on the "Panama" shape, the well known "Bird of Paradise" decoration will also be continued in this shape.

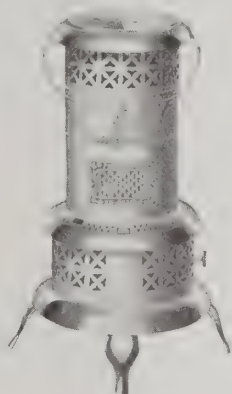


# HOUSEHOLD UTILITIES

**HELPFUL HINTS  
FOR BUSY BUY-  
ERS OF UP TO THE  
MINUTE HOME  
NECESSITIES**

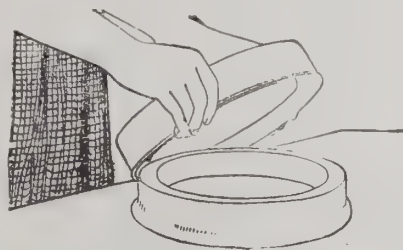
## "Perfection Oil Heater" a Real Safeguard

THE terror of impending cold winter is dispelled and thoughts of warm cozy winter evenings are realized in the possession of a "Perfection Oil Heater," manufactured by the Cleveland Metal Products Co., Cleveland, Ohio. Even when the most modernized heating plant is installed, a "Perfection Oil Heater" is a necessary utility, because it can be so easily carried from room to room, up and down stairs or wherever furnace heat fails to give the warmth desired. These little oil stoves have provided one of the most potent needs in home equipment. In cases of illness, in early spring and fall just before starting the furnace, they are indispensable. They are cheery little friends, bringing comfort to the modest as well as to the luxurious home. These heaters are practically constructed in several models, with nickel and japanned trimmings, polished steel upper drums, japanned lower drums, and blue vitreous enameled drums, are very light yet sturdy, wicks easily adjusted and use only one gallon of kerosene for about ten hours of steady heat. When the coal gives out, for heating quickly for early breakfast, at a moment's notice, the "Perfection Oil Heater" is at your service, bringing a wealth of welcome through reasonable price and efficient service.



## A Novel Cake Shell Pan

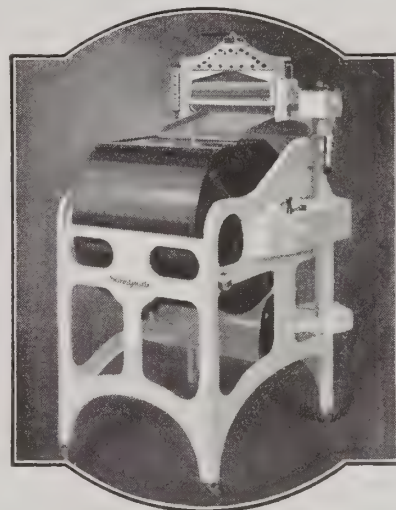
An original and practical cake shell pan manufactured by the Mary Ann Manufacturing Co., Lancaster, Pa., is an efficient model for baking a perfect shell cake suitable for holding custards, canned fruits, gelatine or berries. This novel cake pan is made of a continuous piece of aluminum, highly finished, no rough places to hold a burned spot, nor crevices for a clinging particle of dough to sour. Is absolutely rust proof and perfectly sanitary, easily cleaned and always bright and sightly. It is indestructible and will wear a lifetime with proper usage. Made in one size; just the right proportions for family service, and quick baking for any occasion. This extraordinary shell pan is a worthwhile culinary accessory and a boon to the pastry department.



**MARY ANN'S CAKE SHELL PAN**

## Sunnysuds Washer an Economical Product

In deciding upon a good electric washing machine, the amount of money to be expended is a necessary consideration in these times of strenuous economy. The "Sunnysuds," manufactured by the Sunny Line Appliances, Inc., Detroit, Mich., is within the reach of the most economical pocket book. Improved design is responsible for the moderate price of the "Sunnysuds." Many unnecessary parts have been eliminated and many innovations in design, especially in the cabinet which is stamped, folded and braced in a single operation from a sheet of heavy steel so as to make the channel iron frame unnecessary. The capacity of the "Sunnysuds" tube is six sheets. The tub is made of pure copper of heavy gauge, is corrugated and equipped with a sediment zone and copper baffle plates. There is an outlet which is threaded for a hose connection. The "Sunnysuds" wringer frame is cast solidly from aluminum and the train-board is made of rust resisting metal. The wringer is reversible and locks firmly into four positions. All gears are enclosed and run in a permanent supply of grease, the  $\frac{1}{4}$  hp. Domestic Electric Motor is shafted directly to the driving mechanism and is protected by a splash-guard. Crown casters are used to facilitate moving. Because of compactness the "Sunnysuds" can be shipped in extremely large numbers. One man is able to deliver the machine to the buyer's home. Although it will fit into the smallest kitchen, it can do the wash of a large family speedily and satisfactorily. Reasonable price, efficiency and attractive construction have demonstrated the sales of the "Sunnysuds."



## Electric Egg Beater

One of the newest devices now placed on the market, is an electric beater. This means still more efficiency and time-saving in the culinary department. The Kollins Kitche Kraft, Monadnock Block, Chicago, has put this small but important kitchen device before the public. It is strongly constructed, equipped with a motor which has been appropriately adapted to its use and it can be operated at several speeds of rfast or slow beating.



## SPECIALS FOR 1922



The best values in VASES

The best values in WATER SETS

The best values in SUGAR and CREAM  
SETS

The best values in BOWLS, 8"

The best values in ROSE BOWLS (three  
footed)

The best values in ORANGE BOWLS

and many other staple pieces in popular priced high-grade  
CUT GLASS will be displayed in the WILLIAM PENN  
HOTEL, Pittsburg, Pa., beginning JANUARY 9th, by  
the MORECROFTS representing the IDEAL CUT GLASS  
CO., Canastota, N. Y.



*If you do not expect to visit the Pittsburg show  
write for samples which will be sent express paid*



# POINTERS FOR BUYERS

**TIMELY TIPS FOR  
LIVE MERCHANTS  
IN SEARCH OF THE  
LATEST IN AT-  
TRACTIVE WARES**

## **New Attractions in Economy Line**

**T**HE ECONOMY TUMBLER CO., Morgantown, W. Va., have sent their New York representative, Cox & Co., 120 Fifth Ave., such a variety of new and attractive things that it is difficult to give an adequate description of them in so limited a space. A novel conception is called the "Genova" line, a very lovely optic topaz colored glass combined in various original ways with a rich shade of blue. Besides the loveliness of the colors, the concern have evolved some wonderfully unusual shapes in jugs, sugars and creams, candlesticks, quaint footed tumblers, honey jar with plate attached, flower centers, candy jar, basket, high and low footed fruits, sherbets, goblets, candy box, etc. Another line is shown in the same items in an optic deep amber glass, a really delightful color creation that is sure to be appreciated. Still another line is in a plain optic topaz and yet another in an amber crackled ware. Then there are also additions to the "Azure" line, which proved so extremely popular with the trade last year. Besides the colored lines are many new things in crystal, in etched, cut and engraved patterns.

## **Smith-Phillips China Co.'s Line on Display**

Phillips, Thistle & Smith, Inc., who recently acquired the representation of The Smith-Phillips China Co., manufacturers of dinnerware, East Liverpool, O., have received the complete line of samples from the factory which are now on view at their salesroom in the Albemarle Building, 1107 Broadway, corner of 24th Street. The attractive "Princess" shape is being featured as usual and is being shown in an excellent and extensive selection of decorative treatments in conventional borders, all over patterns and various novel effects that are destined to find a great deal of favor with the trade. A new coin gold treatment in a lace effect border arrangement with a plain coin gold edge will appeal to the refined taste. Some two toned figured borders are also very good, as is also a new paneled border consisting of alternating panels of flowers and white and black checker board. This is very striking, in fact the whole line abounds in attractive designs.

## **Classique Lamps**

The Classique Lamp Studios, makers of fine lamps, Milwaukee, Wis., will be exceedingly active during the exhibits to be held during January and February and will have interesting displays of their beautiful line as follows: the Wm. Penn Hotel, Pittsburgh, from January 8th to 21st, with J. C. Fisher in charge; at Milwaukee Auditorium, Milwaukee, Wis., where Classique Lamps are made from, January 29th to February 4th,

and at the Furniture Exchange, San Francisco, Calif., from January 2nd to 31st, in charge of Schiff-Pike-Schiff. The line will comprise an array of inimitable conceptions in artistic metal bases in exceptional finishes with charming hand painted shades.

## **Dainty Boudoir Lamps**

For the distinctive and uniquely furnished boudoir there is nothing more delightfully appropriate than the "Little Beauty" Boudoir Lamps on view at the showrooms of the Harrison Fixture Works, 59 Harrison Avenue, Brooklyn, N. Y. These dainty lamps are finished in Bone Ivory tone, the shades having assorted colored glass inserts; of old rose, blue and other pleasing colors. The base is artistically decorated with a fleur-de-lis design, and the shades show a very original pattern in a wreath effect. These extraordinary and artistic little lamps are a 1921 Holiday Special and have demonstrated their popularity through fine modeling, excellent finish and beauty of design. Besides these Beauty Lamps the above concern is showing unusual fixtures in all the modern finishes, sconces and lamps in original construction, which mark the Harrison fixtures par excellence.

## **A Combination of Beauty and Exceptional Value**

The Imperial Glass Co., Bellaire, O., have added another striking addition to their interesting list of achievements, in three new lines just introduced for 1922. It is quite safe to predict that they will create something of a sensation with the buyers. "Orange Onyx" is, without a doubt, as beautiful a creation as has been seen in glass in many moons—the soft, deep orange color gradually fades into the most delightful shades of onyx, and its beauty is still further enhanced by an iridescent coloring. This is shown in a very pleasing fluted shape as well as plain. The line consists of lovely rolled edge bowls, plain bowls, handled berry plates, vases, etc. Another line is called "Iris Ice." This has a rich iridescent soft matt finish which has the appearance of crystal icy flakes, shimmering in the sun and reflecting every color of the rainbow. The remaining one is known as the "Peacock" line, a new and exceedingly rich iridescent effect, shown in an extremely attractive line of items such as fancy bowls, finger bowl and plate, comports, plates and various other articles. An astonishing feature of the three lines is the prices at which they are quoted. This is glassware of genuine artistic merit, which can be retailed for twenty-five cents for the smaller pieces up to two dollars for the larger. It presents marvelous values that the trade should take advantage of at the first opportunity.



Hanover-Open Stock Pattern  
(Japanese China)

Bigger and better 1922 lines of  
**OPEN STOCK DINNERWARE**

On Display at

**FORT PITT HOTEL, PITTSBURGH**

January 9th to 28th. Suite 441-442

**HOTEL MORRISON, CHICAGO**

Feb. 6th to 18th. Suite 926-927-928

**HOTEL McALPIN, NEW YORK**

Commencing Feb. 22. Room 361

MR. EUGENE BLUM, in charge

**MITCHELL WOODBURY COMPANY**

"The house that is known by the customers it keeps"

556-572 Atlantic Ave., Boston



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMERMAN, REPRESENTATIVE

WHERE THE  
MOULTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

THE rap of the hammer and the buzz of the saw was heard again on the upper floors of the Fort Pitt Hotel this week, when house carpenters started arranging shelving for the salesmen who will exhibit their lines during the 1922 Glass and Pottery Exposition. Few if any exhibits were intact at this writing. In fact, the Exposition will not get rightly started until January 9, and even on that date other lines are to occupy rooms for the first time. It will require several days for these exhibits to get in place. However, the Exposition will be in full blast next week, and judging from the number of reservations being sought by buyers at the Fort Pitt, the Exposition gives early promise of being as well attended this year as ever.

On account of the demand from the trade in general for something different in glassware, the Co-Operative Flint Glass Co., of Beaver Falls, Pa., whose exhibit at the Fort Pitt is in charge of W. A. Reaper, this concern has brought out a semi-colonial pattern which is bound to prove a popular design. The line, on account of its design, will carry a very high polish, and has been so worked out that it will prove adaptable for either cutting or decorating purposes. Some shapes in the line are entirely new, such as a footed celery tree, spoon tray, relish dish, jugs, baskets and tumblers. The footed items are quite different from the general run of such offerings now on the market. Design patent on this new line is pending. A line of colored glassware in Amethyst and also a long line of candle sticks are included in the Fort Pitt exhibit.

The new line of tea, berry and water sets and also the new line of comports of the New Martinsville Glass & Manufacturing Co., which were shown at the Fort Pitt this week, are attractive items. "We never designed a line that is meeting with such ready demand as this one," explained General Manager Ira M. Clarke in referring to these new items for 1922.

Glass manufacturers in this territory have received circulars from the Chamber of Commerce of Santa Ann, Texas, seeking the location of a glass factory there which would manufacture a general line.

Much interest is being evidenced in the forthcoming annual banquet of the Western Glass & Pottery Association which will be held this year in the dining room of the Kaufmann Department Store. The result of the referendum vote for officers will be announced that night.

Glass and pottery stock issues of those factories located in the Wheeling district continue to be quoted at par or above in almost all instances. The last sale of the Central Glass Works issue is quoted at 155 while the last sale of Imperial Glass Co. stock is listed at 100. For Fostoria Glass Co. stock, 115 has been bid, 120 asked and the last sale quoted at 112. The last sale of Hazel-Atlas issues is quoted at 139½. The last sale of Warwick China preferred is quoted at 110 and the common at 96. The last sale of United States Stamp- ing is listed at 150. The stability of these issues is reflected in the firmness of the quotations.

Unless all early signs fail, there will be more business booked by salesmen showing their lines here this month than last January. Reports which have filtered into the district from many sections do indicate that retail stocks are pretty well cleaned up, and that inventories will show less glass carried over than has been the usual custom. Buyers, of course, hewed to the line pretty close during the last two quarters of 1921, but still an effort was made to protect their trade. There was no overbuying during the last quarter, and this tells the story of low stocks now.

That new feature of the H. C. Fry Glass Co., a glass cup and saucer, which may be had in either plain or decorated, is proving to be one of the big novelties of the current season. The glass used is the same as that from which their cooking ware is made.

A new line of electric portables was placed in the city sample room of the Pittsburgh Lamp, Brass & Glass Co., Chamber of Commerce Building, Seventh and Smithfield streets, this week. The decorations on the shades are all new designs, and the line should prove a popular one.

Druggists' glassware is now being made at the new plant of the Southern Glass Co., at Tampa, Fla., which concern was formed last July with a capital stock of \$150,000. The plant is the only one of the kind in that part of the south.

The new booths which have been arranged in the sample room of the United States Glass Co. give each factory line an individuality which has not been possible heretofore. Buyers interested in a particular factory line are shown to that particular booth, so that a number of buyers can be entertained, and still a certain degree of privacy is possible.

# A Crockery Forecast for 1922

BY ALFRED H. HOLBROOK, *President*

*Geo. F. Bassett & Co., N. Y.*

I understand that you want a forward look into the New Year with special reference to the Crockery trade. Naturally, my study of future conditions has been from the viewpoint of an importer of dinnerware; but the conclusions, to a certain extent, should affect also the wholesale and retail merchants.

In brief, I am convinced that in most sections of our country there will be a gradual and moderate improvement in Crockery sales on a lower price basis. I say a lower price basis, because, while the porcelain importers have announced a reduction in prices, much depends upon whether or not the retail crockery dealers pass the reduction on to the ultimate consumer. In fact, although the cellar party may continue to flourish under the prohibition regime, the seller's party is over. The war and its aftermath enabled and in a measure compelled sellers of all kinds of products to elevate prices regardless of the consumers' wishes. But during the next few years the buyers, to a degree, will dominate most markets. This may be an unpleasant truth, but is an obvious one in the crockery trade from the past year's experience, viz: that customers will wait indefinitely until they can buy what they want at what they consider a reasonable and a normal price.

As there may be among your readers some optimists who look forward to a renewal of the boom times of 1920 or some pessimists who anticipate a continuance of the depressions of 1921, I will set forth an analysis of the business conditions, prosperous and adverse, which in their conflict for trade mastery are likely to struggle into a moderate and gradual improvement in many industries, including crockery.

## FIRST: FACTORS MAKING FOR A SURE REVIVAL OF BUSINESS IN 1922

Money and credit have steadily grown easier and cheaper: This is shown by the Federal Reserve System's report of re-discount rates lowered from 7 per cent. to 4½; of bank reserves raised from 40 per cent. to 70 per cent.; of largely increasing bank deposits; and of a heavy demand and enhanced prices for conservative bonds and preferred stocks yielding a smaller average return on the investment.

Rapid decrease in the number of unemployed in the United States indicates a re-invigorated buying power, as does also the smaller stock on the shelves of storekeepers throughout the country.

National banks have liquidated the major portion of their frozen credits and the vast accumulation of war stocks has been closed out in large part.

Notable recuperation has come to pass in Europe in such countries as Great Britain, Switzerland and France, as shown by the relative improvements of their exports and imports and the strong rise in their exchange.

In the crockery trade, the potteries, importers, wholesalers and retailers have in many instances benefited from the depression of 1921 by calling out non-essentials and extravagances, strengthening working forces and improving the quality and quantity of their output. The same is true in most lines of business which helps the return of prosperity.

Our Federal Government expenses are in process of substantial decrease through the new budget system and the reduction of naval armaments as a result of the Washington International Conference.

## SECOND: ELEMENTS THAT WILL RETARD A BUSINESS REVIVAL.

The all important agricultural and several important metal industries will continue to be depressed through meagerness of products and market prices too low to give a profitable return. This will directly reduce crockery sales in rural districts and small country towns, especially in the South and West. However, bumper crops in 1922 may alter all this for the better in the latter half of the year.

The tardy revival of the building industry and the maintenance of excessive prices for construction, materials and work with resulting high rentals hold back the making of new homes and thereby hamper the demand for dishes and other house furnishings.

Inflated freight rates both of steamships and railroads are likely to continue to handicap all business, including crockery, for several months to come.

Excessive war debts burden most European and Asiatic countries and the rapid inflation and depreciation of the currency of several may result in their financial collapse. This would react upon commerce generally including that of America. If the German reparation payments and the payment of European national debts could be settled by an International Conference in 1922 just as the Pacific and Irish disputes were in 1921, we would remove two of the darkest clouds on the business horizon.

Continued agitation of radical tariff changes with adoption of untried features will tend to unsettle trade. Business men can push ahead in 1922 even with a higher tariff; but they must have certainty of schedules to make future commitments with safety.



# An Open Letter

"Turnover"—not only signifies turning over a new leaf on your calendar pad January 1st, but turning over a new leaf in your business methods for 1922.

The best possible resolution every merchant can make for the coming year is to increase the rapidity of "turnover" on his merchandise, for that is the keynote of success for the succeeding year—teeming with possibilities for the man who will see them—not only see them but *act*.

There is but one way to make more sales and at the same time more profits—that is to revise prices downward and profits correspondingly upward; and, paradoxical as this may sound—it can and must be done to succeed in the present buyer's market.

—And here is the way to accomplish this result. We are entering an era of sound, strong buying—a year in which people will be able to buy and will purchase the many little luxuries they have denied themselves if the goods they want are rightly

priced. And this applies to people of every income.

Why, then, isn't this the time to seek less profit per sale and increase your sales volume? Most assuredly it is better to clear away the present stocks of merchandise, because goods on the shelves will not put profits in the bank.

New merchandise is coming and people want it.

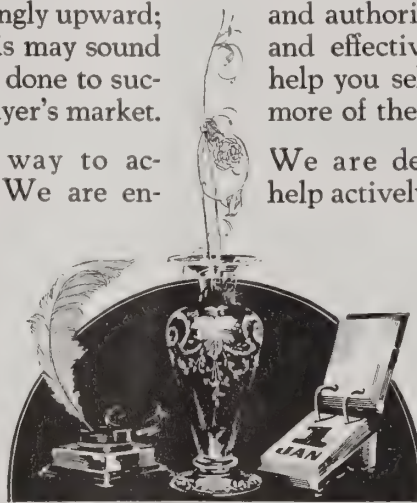
Entering our second century of fine crystal and cut glass manufacturing, the Libbey Shops are going to cooperate with every merchant on its long list of friends.

Libbey will not only introduce new and authoritative designs, but new and effective sales plans that will help you sell our products and sell more of them.

We are determined to help and help actively every merchant to take full advantage of the coming year's substantial and successful business.

If you are on our mailing list—watch for our 1922 sales plan. If not, be sure and give us your address.

(2)



# LIBBEY

THE LIBBEY GLASS MANUFACTURING CO  
Toledo Ohio

Makers of very finest Cut Glass and Crystal ~ Since 1818



## Buyers in New York

DECEMBER 30, 1921

J. E. Kelly, general mdse., Howland D. G. Co., Bridgeport, Conn., care of Jay Co., 105 Grand Street.

D. B. Loveman, general mdse., D. B. Loveman Co., Chattanooga, Tenn., care of Baer & Lillienthal, 1150 Broadway.

H. Goldstein, general mdse., Strouss-Hirshberg Co., Youngstown, Ohio, care of Baer & Lillienthal, 1150 Broadway.

DECEMBER 31, 1921

J. E. Kelly, general mdse., Howland D. G. Co., Bridgeport, Conn., 105 Grand Street.

G. R. Raikes, toys, L. B. Steele Co., Buffalo, N. Y., 132 West 42nd Street.

JANUARY 3, 1922

E. J. Brandies, representing J. L. Brandies & Sons, Omaha, Neb., 1134 Broadway.

M. L. Beistel, lamps, etc., The Beistel Co., Shippenburg, Pa., Breslin.

JANUARY 4, 1922

W. Peters, lamps and shades, May Co., Cleveland, Ohio, 37 West 26th Street.

C. Riegal, house furnishings, J. W. Knapp Co., Lansing, Mich., 251 Fifth Ave.

C. H. Baxter, china and glassware, LaSalle & Koch, Toledo, Ohio, 225 Fifth Avenue.

R. E. Hollenbach, house furnishings, C. A. Dorney Furniture Co., Allentown, Pa., Martinique.

E. Kennets, lamps and fixtures, J. N. Adams & Co., Buffalo, N. Y., 16 West 39th Street.

T. J. Finn, house furnishings, Steiger-Cox Co., Fall River, Mass., care Logan, 134 West 23rd Street.

Karl N. Lewis, mdse. manager, J. L. Brandies & Sons, Omaha, Neb., 1134 Broadway, 13th floor.

Geo. Russell, general mdse., John C. Lewis Co., Louisville, Ky., 105 Grand Street.

W. L. Breen, house furnishings, china, dinnerware, G. M. McKelvey Co., Youngstown, Ohio, 319 Seventh Avenue.

H. K. King, mdse. manager, J. Edgar Co., Brockton, Mass., Pennsylvania.

C. G. Sheffield, mdse. manager, J. L. Hudson Co., Detroit, Mich., 225 Fifth Avenue (Retail Research Assn.).

J. W. Knapp, representing J. W. Knapp Co., Lansing, Mich., 253 Fifth Ave. (Hart, Flanagan Co.).

A. R. Willauer, house furnishing, L. Samters, Lebanon, Pa., Bristol.

JANUARY 5, 1922.

L. Goldman, toys, china and glassware, Goldman Sons Co., Atlantic City, N. J., Breslin.

Maurice Levey, housefurnishings, Union Clothing Co., Courtland, N. Y., Martinique.

Mrs. Richardson, sales merchandise, Elder-Johnston Co., Dayton, O., Charles A. Cook, 276 Fifth Avenue.

Mr. I. Rosenberg, housefurnishings, Ross Stores, Kingston, N. Y.

C. W. Connant, housefurnishings and china, Portesus, Mitchell & Braun, Portland, Me., 432 Fourth Avenue.

A. F. Ellis, housefurnishings, Almy, Bigelow and Washburn, Salem, Mass., 240 Madison Avenue.

M. Moorehouse, general mdse., Moorehouse-Martens Co., Columbus, O., 275 Fifth Avenue, c/o C. A. Cook.

S. Margales, basement mdse., L. S. Ayres & Co., Indianapolis, Ind., 225 Fifth Avenue.

W. H. Cruickshank, general mdse., Reed & Hughes, Norwich, Conn., 404 Fourth Avenue, Continental.

H. King, general mdse., King's Palace, Washington, D. C., Cumberland.

T. J. Finn, housefurnishings, Steiger, Cox & Co., Fall River, Mass., 105 Grand Street, Martinique.

C. N. Louis, general merchandise mgr., J. L. Brandeis & Sons, Omaha, Neb., 212 Fifth Avenue, 12th floor.

JANUARY 6, 1922

W. D. Levey, house furnishings, Union Clothing Co., Cortland, N. Y., Martinique.

P. F. Burns, general mdse., P. F. Burns, Norwalk, Conn., 105 Grand St.

L. J. Wagner, toys, J. N. Adams & Co., Buffalo, N. Y., 18 West 39th St.

C. W. Conant, house furnishings, Porteous, Mitchell & Braun Co., Portland, Me., 432 Fourth Avenue.

B. J. Martin, mdse. manager, Elder & Johnston Co., Dayton, O., C. A. Cook, 276 Fifth Avenue.

N. E. Winter, general mdse., Miller & Rhoads Co., Richmond, Va., 432 Fourth Ave. Care D. G. Union.

L. Eppstein, mdse. manager, LaSalle & Koch, Toledo, Ohio, 225 Fifth Avenue.

## OBITUARY

### SAMUEL WALDO FRENCH

Samuel Waldo French died suddenly, Thursday, December 29th, at the home of his sister in Santa Barbara, California, at the age of 76 years. Mr. French was the son of Abram French, senior member of the old crockery house of Abram French and Co., Boston. He was born in that city in 1845, and was educated at the old Chauncy Hall school. He is survived by a sister, Mrs. Charles B. Dennison, of Santa Barbara, Cal., with whom he had been visiting for the past year, and another sister, Miss Lillie S. French, and a brother, Henry C. French, both of West Newton, Mass.

### WALTER CALLENDER

Walter Callender, president of the department store of Callender, McAusland and Trop Co., Providence, R. I., died suddenly Friday, Dec. 30th, at his home in Providence. Mr. Callender was born in Scotland in 1834, and was 87 years old. He was the original founder of the business in 1866.

## A Novel Co-Operative Selling Plan

John Bing Company, importers of toys, household goods, baskets, china, etc., 119 West 40th Street, is proposing a plan whereby jobbers and distributors may benefit in disposing of their goods that have become stagnant or deadwood, in other words, unsalable in certain districts, but which would become salable articles if placed in the right channels. It is the above concern's idea to establish a market or clearing house for these goods by getting in touch with jobbers and distributors in districts where such goods would find a ready market. It is a co-operative plan which would keep goods moving and be of mutual benefit. "Birds of a feather flock together," and it is true of merchandise that certain goods sell only in particular districts. In foreseeing this hold-up of goods, the John Bing Company has conceived this plan to keep the ball a-rolling and forestall the accumulation of unsalable or "shelf" goods, and clear the way for quick and ready selling merchandise. The Company's plan is fully explained in their advertisement in this issue of the CROCKERY AND GLASS JOURNAL.





*ANNOUNCING*  
THE NUMBER SEVEN -- DERWOOD SHAPE



No. 7--Derwood Shape

Decoration No. 71942

∴ A DISTINCTIVE DINNER SERVICE FOR THE NEW YEAR ∴

**The W.S. GEORGE POTTERY CO.**

MAIN OFFICE

**EAST PALESTINE, OHIO**

MANUFACTURERS AND DECORATORS OF SEMI-PORCELAIN  
DINNER WARE

FACTORIES

EAST PALESTINE, OHIO

CANONSBURG, PA.

KITTANNING, PA.



BOSTON OFFICE  
417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

## BOSTON NEWS NOTES

By

M. A. TEBBETTS, REPRESENTATIVE

**R**OBERT W. COREY, formerly salesman for the Mitchell Woodbury Co., who recently launched out for himself as a factory representative, now has everything in readiness for the reception of the trade at his attractive showrooms on the third floor of Young's Hotel. He occupies a suite of two rooms, Nos. 114 and 116.

Harry R. Wheeler, who recently established himself as a manufacturers agent, and who has been temporarily sharing part of the showroom of Murt S. Wallace, has opened a salesroom on the sixth floor of the building at 161 Summer Street, where he will occupy room 65. He has been appointed New England representative for the Maryland Glass Co., Cumberland, Md., and has other lines in view, as well, which he will announce in the near future. He has also taken the representation for the artificial fruit line made by the Hudson Mercantile Co. Mr. Wheeler represented a number of well known factories in Boston before being drafted for service in

the war. Since his release from military duty he acted as assistant buyer for A. Stowell & Co., Boston, until a few months ago.

Among the buyers visiting the trade in Boston last week were, I. Stone, of E. C. Woodman Co., Lynn, Mass.; Mr. Hillar of Hillar and Co., Newburyport, Mass.; Mr. Whalen, of Whalen and Co., Worcester, and Sam Goldberg, of B. Goldberg and Sons, Lowell, Mass.

Walter K. Bigelow, president and general manager of Almy, Bigelow and Washburn, Salem, Mass., died at his home in Salem, Friday, Dec. 30th, of heart trouble. Mr. Bigelow was born in Stowe, Vt., in 1841, and was 80 years of age at the time of his death. He is survived by one daughter and two grandchildren.

Charles Kaiser and Mr. Ino, of the Morimura Brothers, New York, were visiting the trade in Boston last week.

F. L. Sturtevant, buyer for the Forbes and Wallace Co., of Springfield, Mass., is confined to his home with a nervous breakdown.



### ROYAL KARLSRUHE FINE MAJOLIKA

Formerly an article only for exclusive shops now within reach of every store selling China and Gifts. Please call on us for very interesting details.

#### B. TOMBY, Inc.

*Sole Agents for the United States and Canada*

9 East 47th Street (near 5th Ave.)

NEW YORK

Phones: Murray Hill 0460, 0461, 0462





# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
TREET

THE Shops Building, Heyworth Building and Palmer House, as well as other places where crockery and glassware is shown, were the scenes of activity during Holiday week. New samples are arriving daily and being unpacked immediately to prepare the display rooms for next year's business. The wholesalers' and manufacturers' representatives are greatly encouraged over the improvement in business during the past two weeks and they look forward to a good business during the new year.

State Street merchants are looking forward to a good trade in practically all departments next year. Following the big holiday trade, which broke all records on State Street, many of the merchants predicted a larger January business than seen in several years. They partially based this claim on the fact that there was less charging on January accounts during December than for several years. One merchant said, "We usually can gauge Spring business by the number of requests made by customers to have December purchases charged on January bills. This past month there has been a great falling off in this demand. In fact, there is virtually no demand for such service."

Not a large number of crockery and glassware buyers have visited the Chicago display rooms during the past week. This was probably due to the busy holiday season. However, those who were in, made their trips short and were urgently in need of immediate shipments of merchandise, both new lines and fill-in orders for January Sales.

Eugene Blum, crack salesman for the Mitchell, Woodbury Co., of Boston, was in Chicago for the Holidays.

Harry Kelly and Clyde Reasner, of Kelly & Reasner, glassware specialists, returned last week from the East, where they visited some of the factories they represent, arranging for new 1922 lines.

Helm & Soukup, factory representatives for both import and domestic lines of glassware, are now settled in their new display rooms in the Shops Building. This display room was decorated and remodeled to their own specifications and is one of the most attractive glassware displays in Chicago. Oscar Helm returned from the East and announces that his concern will show additional lines of light cut glassware. These will be gold decorated ware and colored spoons. The name of the manufacturer of these lines will be announced shortly.

E. M. Meder, factory representative with display in the Shops Building, reports sales during the last two weeks of December as very satisfactory, with business for the new year coming in early and in good volume.

Robert Schiller, who is in the hotel china business with his father, is just recovering from a serious case of blood-poisoning, resulting from a very slight accident to his foot. He spent three weeks suffering with his leg and was finally taken to Michael Reis Hospital. He is doing very well at present, having passed the crisis.

W. C. Owen, manufacturers' representative dealing in art wares, will be out of the city for several weeks on a business trip. Mr. Owen will show a number of attractive lines at the Chicago Exhibit in room 342, which he is sharing with the Shirley Studios.

J. A. Wright of Maquoketa, Ia., a wholesale grocery and crockery buyer, was in Chicago last week on business.

The first announcements of the Twentieth Annual merchandising exhibit of the Manufacturers and Importers Association of America, to be held at the Palmer House the week of February 13 have reached the trade. Popular priced merchandise is always featured at this exhibit and it is estimated that there will be 300 displays, judging from the present room reservations received by the Palmer House. The articles on display will include merchandise of the variety store character, as well as department and general store goods. Competition is expected to be keen as there is no limit placed on the number of competing lines that can be shown. William Bromberg is secretary of the Association.

Marshall Field & Co.'s wholesale house is planning a big selling campaign for the early weeks of January. "Clear the Way for 1922" is the caption of a series of sales, advertising and merchandising plans offered to the retailers of the country by the wholesale house, in order to arouse their interest in starting the year with good stocks, both as to quality and quantity. The "Service" of the house will be advertised in the coming issue of the "Field Quality News," and a suggestion made to the wise customers to study it and pass it on to the store assistants and sales people to arouse their enthusiasm.

# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## DARDEN & COX LAMPS AND SHADES

47-49 Palmer House  
CHICAGO

## FRENCH CHINA CO.

Office and Display Room  
136 West Lake Street

The J. H. STOFFER CO.  
Importers and Exclusive Decorators  
FINE CHINA  
Studio and Display Rooms at  
2619 Prairie Ave.  
CHICAGO

WALTER B. ANDREWS  
30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405

Representing  
MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

## CROOKSVILLE CHINA COMPANY

Makers of Dinnerware  
Room 591, Palmer House  
Represented by J. E. Boring  
Telephone Central 5271

## W. C. OWEN Successor to OWEN-KOEMPEL

Artwares Gift Merchandise Pottery  
Novelties Glassware  
Book Ends Glassware  
Parchment Shades and Lamps Baskets  
17 N. WABASH AVE.

E. M. MEDER  
17 North Wabash Avenue  
Chicago

Manufacturers' Representative  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

KELLY & REASNER  
17 N. Wabash Ave.

Representing  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

## IRVIN-SMITH CO., INC.

Manufacturers  
Importers  
Exporters

### GERMAN DOLLS, TOYS AND NOVELTIES

for immediate delivery

Japanese Incense Burners and  
Incense

Manufacturers of  
The Famous Cootie Game  
Visit our sample rooms  
17 N. WABASH AVE.

## TAIYO TRADING CO., Inc.

Successor to Takito, Ogawa & Co. and  
The Tajimi Company

327 West Madison Street

Importers of Japanese Chinaware, Lamps  
Art Goods and Novelties  
New York Display Room: 101 Fifth Ave.



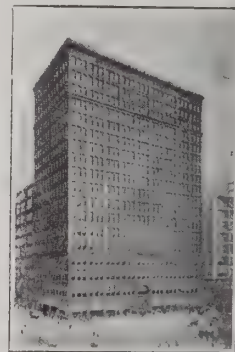
## J. B. FINN

222 N. State St.

Zanesville Stoneware Co.  
National Pottery Co.  
Uhl Pottery Co.  
E. J. Knapp Candle Co.  
Columbia Wax Works.

## HEYWORTH BUILDING

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

Earl W. Newton and Associates

Topliner Glass and China Manufacturers

Fry Oven Glass  
Imperial Glass Company  
Economy Tumbler Company  
The Marion Glass Manufacturing Co.  
Wheeling Decorating Company  
The Earl W. Newton Company  
Hopewell China Corp.

Walter S. Redfield, Room 309

Representing:

A. H. Heisey & Co., "Diamond H"  
Glassware. Pressed and Blown Table  
Ware, plain and decorated.  
S. A. Weller, Jardinieres, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

John S. Ward, Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shades

## FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware,  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent.

Harry G. Dalzell  
Phone  
Central 3497.





ESTABLISHED IN 1874

PHONE BARCLAY 5092

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

Published Every Thursday

By

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East Liverpool  
and  
Pittsburgh

M. K. ZIMMERMAN  
215 West 6th St.  
East Liverpool

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JANUARY 12, 1922

No. 2

## AS THE EDITOR SEES IT

### SMOOCH!

OF all the coined words in the unsettled vocabulary of man, possibly the most insipid at sight, but the most potent in interpretation is—*Smooch*.

One little dash of smooch is worth a barrel of hootch. Smooch is a balm—not a drink. It is administered to the brain by the ear, rather than by absorption, or otherwise.

In this one respect it excels all diplomatic technique, because it harmonizes with the vibratory heart strings, pacifies the troubled consciousness and what is more pragmatic and important—it sells the goods.

Salesmen would become super-salesmen if they mastered the gentle art of smooch. Young married couples would get along almost peacefully if they understood its power for settlement, good, and mental comfort. Manufacturers would conquer their markets without apparent losses and we would all be better business men because of its gentle, soothing qualities.

But it is very bad to overdo smooch. To "smooch" people too much is the worst sort of business error. It is a sin and an insult. Smooch should be applied with thought, care and tact. Properly handled it never fails to bring home the bacon.

What is it, I am asked? What is this insipid paraphrase with such a potent power? I'll tell you.

Smooch is nothing more than common-sense applied to our every day contacts and business associations and transactions. It is nothing more than —

Telling your wife when you come home that she is more lovely and efficient than you have ever seen her before.

Telling a friend he is worthy of compliment and praise when he has done something of which he is proud.

Humanizing the selling talk in such a way as to cause tears to flow from the eyes, or teeth to clench in hatred of competitors (but this must be done very tactfully!)

Tactfully accepting all blame for errors made by the customer, but not neglecting to register to the customer that you are serving him better than anybody else.

Applying the "human element" wisely, sensibly and consistently—for good. If the result is not a good one, then you have failed to apply smooch as it should be applied.

Smooch is not dishonest! It is very honest and necessary. Success, without smooch, is very remote. It is a necessary part of the equipment of social progress and business development. We all enjoy it; we all use it—some better than others—but we all use it nevertheless.

It is not a "trick," but rather a requisite—a normal, healthy means to a profitable, productive and serviceable end.

The sin like most all sins, is not so much in applying it, but in overdoing it and in abusing it. The worst kind of bad-smooch is to make a business promise and then fail to deliver the goods. False or cynical flattery is very bad smooch. There are a thousand pitfalls in the land of smooch, but it is easy to avoid them if the art is thoroughly understood and applied with enthusiasm and common-sense.

# Exposition Opens in Pittsburgh

Many Interesting Exhibits Housed in Fort Pitt, William Penn and Henry Hotels. Better Tone to Business

**A**LTHOUGH the annual Pottery and Glass Exposition was rather belated in starting, buyers who entered the Pittsburgh market Monday morning did less shopping than has been the custom in former years. It is generally conceded that stocks in the hands of the jobbing interests and the retail department stores are exceedingly low. All inventories have not been completed, so the trade have advised, but this has not caused any delay in the placing of new specifications.

On the whole, the situation at the Ft. Pitt Hotel is quite different from that observed January last. Buyers are not hesitating as they did a year ago. True, some look around a little, but on the whole, considerable new business was written the first day of the exhibit season.

Dinnerware salesmen for the most part were very active Monday. Several of them did not have a breathing spell, as they expressed it.

And, judging by the looks of their rooms, with sample tables rather disarranged, the buyers were inspecting merchandise and salesmen having no opportunity to rearrange the different assortments. This situation was also noted in several glass display rooms.

There is one feature about the Ft. Pitt exposition this year, very noticeable on the seventh floor, and that is, the entire floor is given over to manufacturers of pottery and glass. No agency lines are to be found on that and the sixth floors.

The rap of the hammer and the pull of the saw was still heard about the Ft. Pitt Monday. All exhibits had not been arranged. Shelving was still being erected.

Both the glass and the pottery market is firm. A year ago buyers anticipated a decline in selling lists, and bought with great caution, believing that sooner or later lists would be changed, and changed they were. It is quite fresh in the minds of salesmen that 1921 buying did not open until after June, and then in but a moderate way. More activity was experienced during the last quarter of the year than during the other three quarters. This season, there is a marked change in the attitude of the buyers. Realizing that the market is now on a firm basis, the trade does feel at liberty to anticipate the future, and place their requirements accordingly.

The dinnerware patterns being shown this season are running in the main to borders, and some very handsome effects are included.

In the art pottery lines, new matt effects, new colored enamel decorations and new glazed treatments are being displayed.

A remarkable number of new items in glass are being displayed, both as to shapes and cuttings in the cut line, while the tableware lines are augmented with many new shapes.

There are several decorated lines of glassware, including vases and novelties which are "highly decorated," and as the manufacturers of these lines say, "they are for the southern trade." The "flash" is good.

The list of exhibitors at the William Penn Hotel is as follows:

Paul A. Straub & Co.	New York
Hocking Glass Company	Lancaster, O.
Classique Lamp Studios	Milwaukee, Wis.
Corning Glass Works	Corning, N. Y.
Jos. Friedman & Co.	New York
Ben S. Loeb	New York
F. Leffler	New York
Royal Metals Mfg. Co.	Chicago, Ill.
Wolf, Greenspans & Sons	Brooklyn, N. Y.
P. Becker & Co.	Chicago, Ill.
Clewell Studios	Canton, O.
W. R. Noe	New York
Art Metal Works	Newark, N. J.
Zane Pottery Co.	Zanesville, O.
Hugo W. Schmidt & Co.	Detroit, Mich.
Searles Mfg. Co.	Newark, N. J.
Wellsville China Co.	Wellsville, O.
E. A. Marshall	New York
Ben Samuels	New York
Harry Lehman	New York
Aladdin Industries, Inc.	Chicago, Ill.
Real Art Marble Works	New York
Iona Cut Glass Works	Philadelphia, Pa.
M. S. Koch	New York
J. Carl Underwood	New York

## HOTEL HENRY

Herbert & Neuwirth Co.	New York
Sherwood Bros.	New Brighton, Pa.
Lazarus & Rosenfeld	New York
Geo. R. West & Sons	Jeannette, Pa.
T. B. Clarke & Co.	Honesdale, Pa.
Kelly & Reasner	Chicago, Ill.
Geo. Borgfeldt & Co.	New York
W. R. Elliot	Boston, Mass.
Regal Art Co.	New York
Charles & David Wise	New York
Patton Studios	Philadelphia, Pa.
Cataract Sharpe Mfg. Co.	Buffalo, N. Y.
Victor Brisbois	Brooklyn, N. Y.
J. Bush	New York

## FORT PITT HOTEL

### First Floor.

Room No.	Exhibit By
123-128	D. C. Jenkins Glass Co., Kokomo, Ind.
129	Bryce Bros. Co., Mt. Pleasant, Pa.
137	Co-Operative Flint Glass Co., Beaver Falls, Pa.
Assembly Room	Westmoreland Specialty Co., Grapeville, Pa.

### Second Floor.

239	Fisher, Bruce & Co., Philadelphia, Pa.
240-241	L. D. Bloch & Co., New York
242	M. S. Bemford
243	Anchor Mfg. Co., New York, N. Y.
244	Albert H. Bien, Philadelphia, Pa.

(Continued on Page 22)



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

THE J. S. Bailey Co. department store, Fulton St., Brooklyn, closed its doors last Friday. The building was leased by Mrs. J. S. Bailey president of the firm, to Frederick Brown a Manhattan real estate operator, who also purchased the contents of the store. The entire stock was later purchased by a Manhattan auctioneer who will dispose of it shortly. The future use to which the building will be put is indefinite. It is said that a Manhattan department store firm, whose identity has not been disclosed, has made an offer for the building in its present shape. Although it had been rumored among those in authority at the store, that changes were about to take place in its ownership and management, the closing of the establishment shortly after its three hundred or more employees arrived for their day's work last Friday, came as a big surprise.

Langley Hawthorn who availed himself of the opportunity of a week's vacation, in the time intervening between his leaving Gimbel Bros., where he had acted as assistant to Lee Schoenthal for a brief period and taking the management of the china and glassware departments for Abraham & Straus, Brooklyn, assumed charge of the latter store on Wednesday of this week. When seen by a representative of the CROCKERY & GLASS JOURNAL, Mr. Hawthorn was warm in his praise of both Lee Schoenthal buyer, as well as of the firm of Gimbel Bros., whose kindness, and unselfish consideration, in releasing him from a year's contract in order that he might go with the Brooklyn firm was most unusual. While it meant a material sacrifice on Mr. Schoenthal's part he used every effort with the firm to secure Mr. Hawthorn's release that the latter could take advantage of the bigger opportunity the Brooklyn firm offered.

Leon Vallee of the J. H. Venon, Inc., sales staff is planning to leave about February 1st. for Chicago where he will take charge of the concern's display in Rooms 920-21 during the Chicago Exhibit of Glass, Pottery, Lamps and House Furnishings to be held from February 6th to 18th, at the Hotel Morrison.

After 48 years service as a retail merchant, Fred W. Empsall, former president and now a member of the board of directors, of F. A. Empsall & Co., Inc., Watertown, N. Y., retired from official and active business life Saturday, January 7. Before locating in Watertown, Mr. Empsall was in business in Pittsfield, Mass. The china department of the Empsall store is one of the best in New York state.

Harry Schwartz for quite some years identified with the china and glassware business with Higgins & Seiter, Gimbel Bros., and then with L. Barth & Son, for whom

he has been one of the house sales staff, has been appointed successor to Hugo Hart, as manager of the firm's glassware department.

Charles J. Dela Croix of Dela Croix and Wilcken is another of the local agents paying a visit to the Pittsburgh exhibit. He expects to be away about two weeks.

H. Wallace Thomas of the Diamond Glass Ware Co., Indiana, Pa., was a visitor at the automobile show here this week.

Earl Runge formerly a member of the local staff of the F. L. Morgan Co. has again associated himself with the concern as traveling representative. He will cover territory through the middle west as far as Nebraska.

Frederick D. Farrell, traveling representative for Alfred G. Moment, started out this week for Washington and points in the middle west on a short preliminary trip in the interest of the La Porcelaine Limousine line.

Alexander Moodie, formerly manager of the New York office for Schnefel Bros., manufacturers of manicure sets, etc., has been engaged as manager of the local office of the F. L. Morgan Co., succeeding F. E. Voigtsberg who resigned January 1st to go into business for himself.

## Jos. T. Gilman New President of Jones, McDuffee & Stratton, Corp.

Following the resignation of Theo. Jones as President of the Jones, McDuffee & Stratton Corp., Boston, mention of which was made in last week's issue of the CROCKERY & GLASS JOURNAL, Joseph T. Gilman was elected president of the concern at a meeting held last Tuesday of the firm's Board of Directors. Other officers elected were Thomas F. Dixon, Vice President, Phillip W. Thompson, treasurer and Harry N. Milliken, assistant treasurer. Mr. Gilman who now takes the helm was a former partner in the well known retail establishment of C. F. Hovey & Co., and is generally recognized in Boston as a business man of exceptional capacity. He has been connected with the Jones, McDuffee & Stratton Corp., since the Jones interest was disposed of over a year ago.

## Bisque Dolls of American Make

Bisque dolls were a rarity in this country for many years after the German markets were closed to us, and it was thought that we would be compelled to get along with an inferior article which answered many purposes, but was not so attractive to the little girls as the real bisque ones. Now they are being turned out in great quantities by an American factory of American workmanship and by an American process.

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

THE dullness which characterized the opening week of the new year did not surprise domestic pottery manufacturers very much. There were few buyers in the market. The fact that the close of business of the old year took place on a Saturday night, and the following Monday was observed as a holiday, gave buyers very little time to arrange their affairs and leave for the local market. Inventories were to be taken and memorandums made up in five days, and this gave the trade an opportunity to leave their homes on Saturday night or Sunday, so as to be on the job when trade opened this week. Some of the trade started to come into the district last Saturday and Sunday, and after they complete their labor here each will go into the Pittsburgh glass market.

William L. Smith, Sr., of the Taylor, Smith & Taylor Pottery Co., has left for Florida, where he will spend the winter, as has been his custom for some years.

William R. Miller is now buyer of china and glass for the W. L. Milner store, Toledo, a desk formerly occupied by Gus Bub, who is now with the Nugent store in St. Louis.

Mail orders have been in rather fair receipt since Jan. 1. The volume, however, is about equal to that received during the first week in January, 1921. Practically all manufacturers do say they have rather a volume of unfilled and future business on file, and with what new business is bound to be received this month, plant operations will be on a rather liberal scale during the first and second quarters this year.

Thomas A. Copperstone, of Ft. Wayne, Ind., salesman for the Vodrey Pottery Co., spent the latter part of last week here previous to leaving for Pittsburgh last Sunday morning. "We had a very good trade in Ft. Wayne during the Christmas holiday season, in fact the volume proved an agreeable surprise," said he.

Operations were resumed this week at the plant of the Cartwright pottery, following several weeks' idleness, due to engine room repairs.

The Berkley Mfg. Co., Wichita, Kans., has advised the Housefurnishing Board of Trade here that it has suffered a loss estimated at present at perhaps \$25,000 through the actions of one of its officers. An arrest has resulted, and according to F. A. Saunders one of the firm, and who visits the market to buy, "the whole matter will be straightened out within a few weeks."

"We're running full time," declares W. S. George, of the W. S. George Pottery Co., when he visited the East Liverpool district late last week. Only two days were spent in this plant taking the annual inventory. Mr. George expressed his pleasure over the outlook for business.

A number of new border patterns are being shown for the first time by the Colonial Pottery Co., in addition to several new spray decorations. These offerings or for immediate bookings.

The new Knowles, Taylor & Knowles Pottery Co. sample line which will be placed on view in the new Dallas, Texas, sample room by Fred Kline March 1, is now in the making. All the popular border and spray patterns of this firm will be featured in the Texas exhibit. Following the close of trade here the month end, Mr. Kline will start south, and will close his journey at Dallas in time to open March 1.

The Chelsea China Co., New Cumberland, W. Va., of which Will A. Rhoads is sales manager, is now developing a line of underglaze vitrified hotel china. Since this firm started decorating its line, the decorating department has been operated to capacity. Repairs have been made on their tunnel kilns, and operations are on good schedules.

No kilns were fired with gas in this district Thursday of last week, because of an advance weather report, which predicted severe weather. The loss in production was rather slight for the day, as more kilns are now being fired with coal and gas than heretofore.

George C. Thompson, of the Thompson Pottery Co., plans to leave for Mt. Dora, Fla., Feb. 1 where with Mrs. Thompson he will remain several months. Mr. Thompson is interested in several horticulture enterprises in Florida.

A meeting of the Western Standing Committee was held in the rooms of the Potters' Club here last Monday night, when several problems were ironed out which related to the making price of certain new items.

Four new border patterns are being featured this season on the "American" plain shape of the T. A. McNicol Pottery Co. Several new spray treatments are also shown on the fancy shape of this firm.

Maurice Bergman, of New York, has been spending a week in the local market specifying deliveries for the first quarter, also some stocks for immediate shipment.

The Jackson Vitrified China Co., of Falls Creek, Pa., is now making a feature of underglaze treatments on its hotel china line, which includes borders, crests and monograms.





BUYERS INTERESTED IN MAKING SELECTIONS FROM THE MOST EXTENSIVE LINE OF DECORATED DINNER WARES EVER SHOWN IN A SINGLE BRAND ARE CORDIALLY INVITED TO VISIT OUR NEWELL FACTORY WHERE THE NEW DISPLAY ROOMS, SURPASSING ANYTHING EVER BEFORE ATTEMPTED IN THAT LINE ARE NOW COMPLETED.

THE PRODUCT, DEVELOPED THROUGH OUR SCIENTIFIC RESEARCH DEPARTMENT, IS IN A CLASS BY ITSELF. THE DAILY PRODUCTION OF SEVEN CARLOADS IS A GUARANTEE OF CAPACITY FOR SERVICE.

PRICES ARE COMPETITIVE.



The Homer Laughlin China Co.

NEWELL, WEST VIRGINIA

and

EAST LIVERPOOL, OHIO

(Continued from Page 18)

**Third Floor.**

Room No.	Exhibit By
339.....	Royal Art Glass Co., New York.
340-341.....	McKenna Bros. Sales Corp., New York.
342.....	Paden City Pottery Co., Padon City, W. Va.
344.....	American Specialty Co., Cambridge, Ohio.
370-371.....	Ebeling & Reuss, Philadelphia, Pa.

**Fourth Floor.**

439.....	Jones, McDuffee & Stratton Co.
440.....	Gordon Glass Co., Rochester, N. Y.
441-442.....	Mitchell-Woodbury Co., Boston, Mass.
443-444.....	Koscherak Bros., New York.

**Fifth Floor.**

539.....	Kiss Bros. Mfg. Co.
540.....	Sunshine Cut Glass Co., Cleveland, Ohio.
541-542.....	Bonita Art Co., Wheeling, W. Va.
543-544.....	Louis Levien Cut Glass Co., New York.
571.....	The McAnulty Co., Chicago, Ill.

**Sixth Floor.**

621.....	United Novelty Co., New York.
635-636-637.....	Hirsch-Malgood Co., New York.
639.....	S. A. Weller, Zanesville, Ohio.
640.....	American Clay Products Co., Zanesville, Ohio.
642.....	Crooksville China Co., Crooksville, Ohio.
643.....	The Fenton Art Glass Co., Williamstown, W. Va.
673.....	Belmont Tumbler Co., Bellaire, Ohio.
676.....	The Vodrey Pottery Co., East Liverpool, Ohio.
678.....	Hopewell China Corp., Hopewell, Va.
684.....	Maryland Glass Co., Cumberland, Md.
685.....	L. E. Smith Glass Co., Mt. Pleasant, Pa.
688.....	Cannonsburg Pottery Co., Cannonsburg, Pa.
690.....	H. R. Wylie China Co., Huntington, W. Va.
692.....	E. H. Sebring China Co., Sebring, Ohio.
694.....	Federal Glass Co., Columbus, Ohio.

**Seventh Floor.**

700-702.....	Central Glass Works, Wheeling, W. Va.
704.....	Diamond Glass Ware Co., Indiana, Pa.
706.....	The Lancaster Glass Co., Lancaster, Ohio.
708.....	Indiana Glass Co., Dunkirk, Ind.
712.....	Empire Cut Glass Co., Flemington, N. J.
714.....	New Martinsville Glass Mfg. Co. New Martinsville, W. Va.
716.....	Paden City Mfg. Co., Padon City, W. Va.
718.....	Steubenville Pottery Co., Steubenville, Ohio.
720-722.....	The Hall China Co., East Liverpool, Ohio.
724.....	Beaver Valley Glass Co., Rochester, Pa.
726.....	Brush McCoy Pottery Co., Zanesville, Ohio.
728.....	The Cambridge Glass Co., Cambridge, Ohio.
739.....	The Carrollton Pottery Co., Carrollton, Ohio.
740.....	Economy Tumbler Co., Morgantown, W. Va.
742.....	A. H. Heisey & Co., Newark, Ohio.
743.....	McKee Glass Co., Jeannette, Pa.
776.....	West End Pottery Co., East Liverpool, Ohio.
778.....	The Duncan & Miller Glass Co., Washington, Pa.
784.....	The Mayer China Co., Beaver Falls, Pa.
785.....	Phoenix Glass Co., Monaca, Pa.
788.....	The Bartlett-Collins Glass Co., Sapulpa, Ohio.
790.....	The D. E. McNicol Pottery Co., Clarksburg, W. Va.
792.....	The Hocking Glass Co., Lancaster, Ohio.
796.....	The Potomac Glass Co., Cumberland, Md.

**Eighth Floor.**

838-839.....	The National China Co., Salineville, Ohio.
840-872.....	Wheeling Decorating Co., Wheeling, W. Va.
841.....	Quaker City Cut Glass Co., Jermyn, Pa.
847.....	Camden City Cut Glass Co., Camden, N. J.
843.....	Figuero Cut Glass Co., Hammonton, N. J.
844.....	Jeannette Glass Co., Jeannette, Pa.
885.....	H. H. Yarwood, Harrisburg, Pa.

**Ninth Floor.**

938-972.....	Kinney & Levan Co., Cleveland Ohio.
939-940-941.....	John J. Hines, New York City.
942.....	Frontier Cut Glass Co., Buffalo.
943-944.....	The Geo. H. Bowman Co., Cleveland, Ohio.

**Tenth Floor.**

Room No.	Exhibit By
1038-1039-1072....	Corning Glass Works Co., Pyrex Sales Div., Corning, New York
1040-1041.....	Ernest Wolf, Inc., Chicago, Ill.
1042.....	Kiefer Bros. Cut Glass Co., New York, N. Y.
1043-1044.....	Aluminum Goods Mfg. Co., New York, N. Y.

**Eleventh Floor.**

1140.....	Genesee Cut Glass Co., Rochester, N. Y.
1141-1142-1143.....	S. Herbert Cut Glass Co., New York, N. Y.
1149.....	T. W. Hamilton.

Among the buyers registered in the market since the opening of the exposition are:

Peter Rinkin, Boston Store, Chicago.

John Ling, Mandel Bros., Chicago.

L. Carter, Snellenberger Co., Philadelphia.

W. R. Miller, W. L. Milner Co., Toledo.

W. P. Briggs, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Mr. Nutting, St. Louis Glass & Queensware Co., St. Louis.

H. Hinson, Hinson China Co., Ft. Smith, Ark.

Kent Dennison, J. D. Purcell Co., Lexington, Ky.

Robert Evans, J. D. Adam Co., Buffalo.

Louis Fritz, Butler Bros., New York.

William Stanton, Stewart Drygoods Co., Baltimore.

Robert Slick, Palais Royal, Washington, D. C.

Ray Slick, Fuller Hardware Co., Detroit.

Charles Behringer, with Hess Bros., Allentown, Pa.

Mr. Smith and assistants, Marshall Field, Chicago.

Mr. Glaze, Morley Bros., Saginaw, Mich.

Andrew Kline, Dives, Pomeroy & Stewart, Harrisburg, Pa.

Mr. Clark, Soutters 25c. Stores, Harrisburg, Pa.

Mr. Hoenig, Hoenig & Swern Co., Trenton, N. J.

M. J. Weiss, Hoenig & Swern Co., Trenton, N. J.

R. J. Calm, Dives, Pomeroy & Stewart, Reading, Pa.

J. A. Armstrong, Hens & Kelly, Buffalo.

J. J. Jacklin, Jacklin Hotel Supply Co., Des Moines.

Lee Moses, Frederick Loeser, Brooklyn, N. Y.

Lee Schoenthal, Gimbel Bros., New York.

A. S. Baker, Gimbel Bros., Philadelphia.

Herman Kline, Watt & Shand, Lancaster, Pa.

Joseph Donovan, A. B. Sullivan, Lawrence, Mass.

William Childs, Jones, McDuffee & Stratton, Boston, Mass.

Sol Goldberg, Goldberg Bros., Lawrence, Mass.

Mr. Hartford, Erie Drygoods Co., Erie, Pa.

Louis Gress, Charles Hall Co., Springfield, Mass.

J. J. West, Powers Mercantile Co., Minneapolis, Minn.

Louis Klayf, Bloomingdale Bros., New York.

Robert Browning, R. H. Macy & Co., New York.

Arthur Lit, Lit Brothers, Philadelphia.

Harry Lowengart, M. Sellers Co., Portland, Ore.

Carl Hoffman, Rosenbaum Co., Pittsburgh.

Mr. Mosauer, Dayton, O.

Mr. Harned, Zollinger & Harned, Harrisburg, Pa.

Joseph Irwin, Boggs & Buhl, Pittsburgh.

Mr. Bell, Morris Stores, Bluffton, Ind.



Charles Patterson, Carson, Pirie & Scott, Chicago.  
W. S. Ensign, W. S. Ensign Co., New York.  
Miss Ella Brennan, Rothschild Stores, Chicago.  
J. E. Coan, China and Glassware, Hahne & Co., New-ark, N. J.  
Miss Herold, assistant to R. E. Evans, with J. N. Adams Co., Buffalo.  
A. D. Wilhelm, William Hengerer Co., Buffalo.  
W. B. Stanton, Stewart & Co., Baltimore.  
F. G. Brost, mdse. manager, and Mr. Sharp, glassware, with J. N. Adams Co., Buffalo.  
N. H. Dashiell, mdse. manager, Associated D. G. Corp., New York.  
W. F. Newberry, F. W. Woolworth Co., New York.  
Mr. Rathburn, John A. Roberts Co., Utica, N. Y.  
Ray J. Bour, Kinney Bros. Co., Canton, O.  
Carl A. Larson, Cincinnati.  
Buffalo Crockery & Glassware Co., Buffalo.  
Leo Arnstein, Schuster Co., Milwaukee.  
Samuel Bernthal, Atlas China Co., Brooklyn, N. Y.  
J. F. Bloom, of the Co-operative Specialty Co., New York.  
F. F. Deboet, East Liverpool, O.

OBITUARY

EDWARD S. FRACK

Edward S. Frack who had been with the well known hotel supply concern of Jas. M. Shaw & Co., 25 Duane St., for the past nine years died at his home in Brooklyn on January 5th, of diabetes after an illness of between four and five months. He was about forty years of age. Mr. Frack was one of the concern's outside salestaff and had built up a large acquaintanceship in the trade. Before being connected with the Shaw firm he was with Wanamaker Philadelphia store. He is survived by a widow.

Need of Larger Quarters Necessitates Removal of Neuwirth, Robinson & Goldman

February 1st will see the lamp and shade manufacturing concern of Neuwirth, Robinson & Goldman in the process of removal to their new and much more spacious quarters at 23 West 24th Street. The concern has made such rapid strides since it started in business two or three years ago that their present location became entirely inadequate for their requirements. The address of their new quarters will not be difficult for the trade to remember for it is right next door to their present address. In their new place they will occupy the entire building where they will have ample room for expansion, the floor space being almost five times that of their old quarters.

*How you fill your mind determines very largely how you will fill your pocket.*

Read This—Then Make Tracks for  
PITTSBURGH

While it is not our usual custom to divulge secrets the Menu and Programme for the Annual Dinner and Revue of the Western Pottery and Glass Association to be held in the Auditorium of Kaufmann's Store, Pittsburgh, on Tuesday evening, January 17th, are too good to keep and any one who misses being present at the affair will be passing something by that they will have cause to regret later.

Just read this toothsome menu.

	Fruit Cocktail	
Celery		Olives
	Chicken Broth	
	Lobster Thermidore	
	Tenderloin of Beef	
	Fresh Mushroom Sauce	
June Peas		Au Gratin Potatoes
	Sarah Bernhardt Salad	
	Fresh Strawberry Ice Cream	
	Assorted Cakes	
	Coffee	
Cigars		Mints

Now for the Programme.

PROGRAMME

GRAND PARADE

Dining Room to Auditorium	
Everybody Fall in Line	
H. C. Fry Glass Company Band	
James H. Morrow, Conductor	
1 Overture—"Raymond"	Thomas
2 A Musicale Episode—"Hunt in Black Forest"	Voelker
3 Paraphrase—"Killarney"	Halle
4 Tone Pictures of North and South	
"Grand American Fantasia"	Bendix
Report of Election	W. W. Lang, Sec'y
Solo	Selected
Duet	Selected
Kronen Brothers	
Our Association	James M. Lewis
Rebecca From Mecca	Midnight Rounders
John Will and Chorus	
Introducing Mme. Clepra in Oriental Dance	
and	
Bobby Harrison, Why Men Leave Home Dance	
Violin Solo	Selected
Wells Ryal	
Cartoon Monologue	Special
Solo	Dramatic Contralto
(a) My Heart at Thy Sweet Voice	
(b) Samson and Delilah	
Mary Albret Brennan	
Shadow Dance	Very Special
Bobby Harrison, Besse King, Peggy Marshal, Leah Adler	
Mr. E Wright in Charge of Programme	

The Banquet Committee consists of: John H. Harris, Chairman; J. Howard Fry, Albert Binswanger, James M. Lewis, Albert G. West, and W. W. Lang.



## ECONOMY TUMBLER COMPANY

AMONG OUR NEW OFFERINGS YOU WILL  
FIND A VARIETY OF UNUSUAL SHAPES  
IN LEAD BLOWN GLASS TOTALLY DIFFERENT  
FROM THE REGULAR - - - - -

REFINED TREATMENTS TO HARMONIZE WITH  
THE NEW SHAPES HAVE CAREFULLY BEEN  
WORKED OUT - - - - -

WE SHALL BE PLEASED TO HAVE YOU CALL  
AND LOOK OVER THE COMPLETE LINE - -

DURING JANUARY EXHIBIT  
ROOM No. 740 FORT PITT HOTEL, PITTSBURGH

FEBRUARY 6th to 18th  
MORRISON HOTEL, CHICAGO

PERMANENT SHOWROOMS  
WHERE FULL SAMPLE LINES ARE ON DISPLAY


COX & COMPANY  
120 5th AVENUE  
NEW YORK

EARL W. NEWTON  
706 HEYWORTH BLDG.  
CHICAGO

JOHN J. REED & SON  
161 SUMMER STREET  
BOSTON

PEACOCK & ROOP  
1007 FILBERT STREET  
PHILADELPHIA

MORGANTOWN, W. VA.





## Senate Orders Inquiry

### Charge "Combinations" Keep Up House-furnishing Values

A probe of the house furnishing industry by the Federal Trade Commission was this week ordered by the Senate in passing the Kenyon resolution. The legislation authorized and directed the commission promptly to investigate "the cause of factory, wholesale and retail price conditions in the principal branches of house furnishing goods industry and trade, beginning with January, 1920, and particularly to ascertain the organization and interrelations of corporations and firms engaged therein, and whether they have been and are using unfair practices or methods of competition, or restraints of trade, combinations, or manipulations, out of harmony with the law of public interest, and if so, what effect the same have had on prices, and serially, to report the facts with its recommendations at the earliest possible time as different phases of the investigation are completed."

The resolution states that reported statistics show that the prices of house furnishing goods reached a higher peak relative to pre-war prices than any other class of commodities. That since May, 1920, while most other reported classes of commodities were falling in price, the prices of house furnishing goods continued to increase until the latter part of 1920, and then registered only a gradual decline. That the prices of house furnishing goods are now relatively very much higher than any other class of commodities, and particularly are relatively more than twice as high as the prices of farm products.

### Hugo Hart Resigns to Become Identified with Nonik Glassware Corp.

The resignation of Hugo Hart, manager of the glassware department for L. Barth & Son, the well known hotel supply concern, 32 Cooper Sq., which was handed to the firm last week to take effect on January 14th, will cause no little surprise among his large circle of friends in the trade, who had come to look upon him as a permanent fixture with the concern. Beginning January 16th, Mr. Hart will become associated with the Nonik Glassware Corp., 160 Fifth Ave., of which I. R. Ratner is president. He will identify himself with the sales end of the business, working both in the local trade and on the road. Mr. Hart has been with the Barth firm for sixteen years, practically all his business life. Since he has had the management of the glassware department he has looked after both the buying and selling. His duties in connection with the department have brought him in contact with the trade, pretty much throughout the country, and his wide and favorable acquaintanceship will be a decided asset in his new position.

### Mitchell Woodbury Company's Exhibits

The Mitchell Woodbury Co., Boston, have a most interesting and attractive display at the Fort Pitt Hotel, Pittsburgh, Rooms 441 and 442. Eugene Blum, who has been representing the company in the West and Henry Drewes, of the Boston Office, will be in charge. Mr. Blum is very well-known to the trade having travelled in the East as well as in the West. The display consists of an impressive and extensive variety of open stock dinnerware patterns which are characterized by distinct individuality and particularly striking appearance. There are floral patterns in both spray and border designs, graceful white and gold patterns and conventional border treatments. This charming array of latest and best productions have been imported from the leading manufacturers in England, Japan and other European countries and all are exclusively controlled by the Mitchell Woodbury Co. In addition to the effectiveness and beauty of design which have made a well-deserving hit with the trade, a word might be said regarding the thousands of bins in their warehouses which contain enormous stocks of open stock patterns insuring prompt delivery and service to their patrons. Mr. Blum and Mr. Drewes will also display Mitchell Woodbury Company's 1922 lines at the Chicago Exhibit, Hotel Morrison, February 6th to 18th in Rooms 926, 927 and 928, and in New York at the Hotel McAlpin, commencing February 22nd, 1922.

### United States Glass Co. Spring a Surprise

What is sure to prove more or less of a revelation to the trade, are several new lines of colored glass just gotten out by the United States Glass Co. which are different from anything heretofore shown from any factory and can be said without the slightest exaggeration to be one of the most notable productions in the history of the concern. Manager Ed. Craig now has a complete exhibit of the lines at the concern's New York office, in the Albemarle Building, 24th Street and Broadway, where they are receiving an enthusiastic reception on the part of the buyers. Exceptional interest is attached to the "Coral," "Jade," and "Pearl Blue" lines in wonderful shades that run true to name, in opaque glass which has somewhat of a marbled effect, more pronounced in some items than in others. Each color is made in both a glazed and matt finish. Interest in these lines does not stop at the beauty of the colors, for the concern have designed a variety of artistic shapes that are quite as refreshing. A charming perforated border is used to excellent advantage in several styles in bowls. There is a complete line of vases in many styles and sizes, flower and fruit centers, plates, in different sizes, tangerine bowls, candlesticks etc. Three other lines are equally lovely, in a matt or frosted finish in a semi-transparent glass. They are known as the "Aurora Canary," "Aurora Blue" and "Aurora Crystal." These are absolutely fetching in a great variety of items of unusual sales possibilities.

# Taylor, Smith & Taylor New Sample Room Formally Opened

**S** EVEN buyers can be entertained at one time and with considerable exclusion in the new sample room of the Taylor, Smith & Taylor Pottery Co., at Chester, W. Va., which was opened to the trade for the first time Jan. 3. The simple charm of the room is



Centre of T. S. & T. sample room, with Sales Manager William C. Lynch at his desk

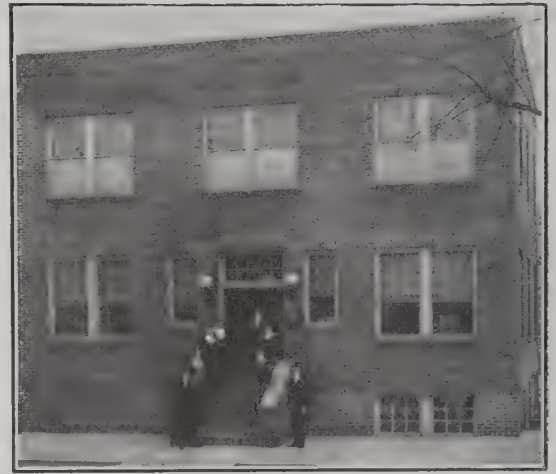
commanding. The display of 200-odd dinnerware patterns, and also their plain white dinnerware and hotel ware is very attractive, as the colors on the decorated lines are brought out just as they appear when in service in the home or displayed in the department store.

The sample room is located on the second floor of the new office building, which is located close to the plant. Just to the left of the main office entrance is a stairway leading to the sample room. The floor of the room is covered in terra cotta colored battleship linoleum, on it the tread of one is so faint, it can scarcely be heard. Just beyond the stairway on the second floor, is a private room for the benefit of buyers, where they may work out their memos in quiet seclusion.

Built around the room are seven booths, in each of these, resting against a solid black background have been placed 33 different patterns, in all over 200 patterns are shown. Concealed electric lights above the display shelves, throw a soft mellow glow upon the ware, and for a considerable distance away from each booth the detail of the patterns can be observed keenly.

At the end of the cornice of each booth is an electric switch, and the light can be thrown in one or each of the seven booths at the same time.

In the centre space of each booth has been placed a table, and on this an individual pattern is displayed, at one time as the buyer or guest may indicate. The partitions between the booths are of such height



Entrance to T. S. & T. new office and sample room. W. C. Lynch at left and Secretary C. C. Davidson on the right, with office force

that all privacy possible is provided at all times.

Along the south wall of this room has been displayed in a most attractive way the plain white hotel and dinnerware, also toilet ware. The effect is most pleasing, and the arrangement of the two lines is all that could be desired.

In the centre of the room is a handsome flat top desk, which can be viewed from all of the seven booths. It is at this desk that W. C. Lynch, sales manager for the firm can almost always be found when not on the road.

"What we have aimed to do," declared Mr. Lynch, "is to design a room of beauty and yet one of simplicity. Then we thought of affording the buyer some seclusion, and that is why we decided on the plan of seven booths. Over yonder we have a small room where a buyer can hie himself away and make out his order—sort o' private office for the buyer, don't you see? Then we looked to



South side of sample room showing all white hotel and dinnerware

the comfort of the buyers while they are with us. You know there is nothing like making folk feel at home, and that's the way we want them to feel while they are in our midst."

Hence the room is one of comfort. The entire office building was designed with this end in view.



## Wm. S. Anthes Joins Kupper Staff

It will be interesting news to the trade that William S. Anthes joined the staff of Herman C. Kupper in the capacity of manager of a special department dealing in the higher grades of his extensive line of Ahrenfeldt China. Mr. Anthes will personally hold special exhibits in various cities throughout the United States and in connection therewith call on the trade with a view of establishing agencies for this high grade china.

In anticipation of this new departure, Mr. Kupper while at the factory last summer has assembled a most unusual and attractive collection of samples of new shapes and decorations, introducing combinations of designs never before attempted.

A further attractive feature of this department, which will prove of interest to the trade, is the addition of a carefully selected large stock of Plates and Cups and Saucers of all sizes, and various other articles to the very extensive stock of Dinnerware patterns.

In order to have a proper setting for these new lines, the spacious show room at 52 Murray Street have been rearranged and redecorated.

We wish to avail ourselves of this opportunity to congratulate Mr. Kupper on the wonderful result obtained through his efforts as well as on the acquisition to his organization of Mr. Anthes, whose long experience with the buying public through his association with Higgins & Seiter eminently qualifies him for this position.

## OBITUARY

### JOHN L. RUHL.

John L. Ruhl, aged 75 years, died recently at his home in Clarksburg, W. Va. He was instrumental in the initial organization of the Sanitary Pottery Co. and the West Fork Glass Co., at Clarksburg, and also in putting a deal through which secured for Clarksburg a site for the present plant there of the Hazel-Atlas Glass Co. He fought in the civil war, and his grandfather took part in the Revolutionary war. His son died of wounds received in the late world war. He was a native of Crawford County, Ohio.

### MRS. HARRY M. BORTZ

The trade will regret to learn of the death of Mrs. Harry M. Bortz in Philadelphia on Saturday, December 31st. Mr. Bortz has been covering Pennsylvania and New York State for a number of years, representing the Camden City Cut Glass Co. and A. H. Heisey & Co. Mrs. Bortz will be remembered by the trade as having been connected with the United States Glass Co.'s Philadelphia office as Miss Edith Wright, for a number of years previous to her marriage to Mr. Bortz, which took place September 8, 1920. Besides her husband, Mrs. Bortz left a baby girl, Helen Elizabeth, 3 days old.

## DEPARTMENT OF COMMERCE BUREAU OF FOREIGN AND DOMESTIC COMMERCE WASHINGTON

### DOMESTIC EXPORTS FROM THE UNITED STATES BY COUNTRIES GLASS AND GLASSWARE

Countries	Chemical glassware Dollars	Cut or engraved glassware Dollars
Azores, etc., Is .....	—	—
Belgium .....	—	—
Denmark .....	—	—
France .....	695	—
Germany .....	—	—
Italy .....	—	—
Jugoslavia .....	—	—
Norway .....	—	—
Spain .....	—	—
Sweden .....	—	—
Switzerland .....	—	—
Turkey in Europe .....	—	—
England .....	—	1,526
Scotland .....	—	165
Bermuda .....	—	—
British Honduras .....	—	—
Canada .....	6,173	3,907
Costa Rica .....	—	—
Guatemala .....	295	77
Honduras .....	49	—
Nicaragua .....	—	—
Panama .....	—	—
Salvador .....	—	—
Mexico .....	1,129	1,261
Newfoundland, etc. ....	12	454
Barbados .....	—	—
Jamaica .....	—	—
Trinidad and Tobago .....	—	—
Other Brit. W. Indies .....	—	—
Cuba .....	342	36
Virgin Islands .....	—	—
Dutch West Indies .....	—	16
French West Indies .....	—	—
Haiti .....	—	—
Dominican Republic .....	128	—
Argentina .....	507	—
Brazil .....	2	—
Chile .....	196	—
Colombia .....	—	—
Ecuador .....	34	—
British Guiana .....	—	—
Paraguay .....	—	—
Peru .....	—	—
Uruguay .....	206	—
Venezuela .....	447	—
China .....	1,159	825
Chosen .....	—	—
British India .....	312	56
Straits Settlements .....	—	—
Other Brit. E. Indies .....	—	—
French Indo China .....	—	—
Hongkong .....	—	—
Japan .....	316	—
Palestine & Syria .....	—	—
Siam .....	—	—
Australia .....	28	939
New Zealand .....	—	—
Other Brit. Oceania .....	—	—
French Oceania .....	100	—
Other Oceania .....	—	—
Philippine Islands .....	532	268
Belgian Congo .....	—	—
Brit. West Africa .....	—	—
Brit. South Africa .....	30	—
Brit. East Africa .....	—	—
French Africa .....	—	—
Portuguese Africa .....	—	—
Egypt .....	—	—
Total .....	12,692	9,470

## Calendars and Novelties For 1922

Calendars, paper weights, ink wells and other practical and beautiful "goodwill" gifts from the well known manufacturers in the trade, are finding welcome homes in the offices and desks of executives and buyers who appreciate good, usable things sent them as yearly reminders of business friendships and interests?

Among those recently distributed by leading concerns are found a wedgwood porcelain plaque presenting an extremely interesting and worth-while reproduction of the Cathedral Church of St. Paul, New York, erected in 1820. On the reverse is a graphic calendar for the year 1922, well spaced and carefully executed. This is being distributed by the Jones McDuffee and Stratton Corp., Boston, as has been their custom for many years.

The 1922 calendar of The Roessler & Hasslacher Chemical Co., issued by the Ceramic Department New York, is an extremely attractive wall piece. This calendar consists of a soft green mat nine by fourteen inches, upon which is mounted a hand colored, beautifully retouched photograph of a most charming and beautiful young woman, robed in delicate pink, kneeling at the base of a spring, photo-fused in water color. The subject is obviously paused in quiet delight over the flight of a large butterfly which has flown to her wrist. She is kneeling in contemplation of the moth, while waiting for the filling of an artistic water jug which is placed under the waterfall. The calendar at the base of the mat is in harmonious green with white figures. In the upper left corner of the calendar is the signature of the concern in neat unobtrusive gold.

A very novel desk piece—a serviceable and artistic inkwell is that gotten out by the Knowles Taylor and Knowles Co., East Liverpool, O. This novelty is a china miniature of the K. T. & K. "Victory" shape transformed into a neat ink well, mounted upon a grooved base. This combination desk weight and inkwell is unique and well executed throughout. It is decorated in fine coin gold with the signature "K.T.K." serving more as a decorative elaboration than a key to the concern distributing this very unusual and extremely handy desk piece.

The art calendar issued by the Canonsburg Pottery Co., Canonsburg, Pa., is a large and beautiful lithograph, in harmonious color, of a charming young woman, posing with a bouquet of pink roses. The art interpretation and lithograph reproduction are very well executed and the picture is "oval mounted" on a large cream gray mat fourteen by twenty-one inches. The calendar below the picture is offset, in complementary green with white ground. The concern's signature at the top consists of a separate panel-piece attached to the calendar mat with silken cord. This is another wall piece worthy of choice display through the trade.

A very practical and timely calendar is that issued by The Palm Brothers Co., manufacturers of decalcomania

transfers, with headquarters in New York City. This calendar is sturdy, measures about ten by fifteen inches, is printed in green reverse with white letters. The "book calendar" attached or clinched to the baseboard measures seven by nine inches, is printed in black and white and makes a very reliable and convenient wall hanger for the office. The tear-off sheets are securely attached but are easily released day by day in loose leaf fashion.

## Monthly Summary of Imports

The imports of earthen, stone and china ware for the month of November, 1921, compared with the same month in the preceding year, were as follows:

	1920	1921
China, not decorated .....	\$ 28,666	\$ 60,998
China, decorated .....	614,915	499,261
From France .....	43,919	60,352
From Germany .....	108,962	145,494
From United Kingdom .....	71,106	85,468
From Japan .....	318,110	167,567
From other countries .....	72,818	40,380
Earthenware, not decorated .....	37,313	28,613
Earthenware, decorated .....	423,995	363,845
All other .....	63,398	28,612

Total ..... \$1,783,202 \$1,480,590

### For Eleven Months Ending November

	1919	1920	1921
China, not decorated .....	\$ 392,287	\$ 393,931	\$ 609,153
China, decorated .....	3,405,583	5,858,021	6,547,429
From France .....	636,380	566,545	792,260
From Germany .....	661,226	721,674	1,803,661
From United Kingdom ..	232,863	511,190	576,510
From Japan .....	1,687,630	3,659,779	2,960,938
From other countries ....	187,484	398,833	414,060
Earthenware, not decorated	374,266	294,550	400,950
Earthenware, decorated ...	2,198,357	3,600,865	3,561,096
All other .....	264,066	634,510	410,457

Total ..... \$10,040,142 \$16,639,898 \$18,076,514

## Dolls and Toys

	1920	1921
Dolls and parts of dolls .....	\$130,764	\$ 85,124
All other toys .....	511,101	357,174

Total ..... \$641,865 \$442,298

### For Eleven Months Ending November

	1919	1920	1921
Dolls and parts .....	\$1,106,047	2,754,933	1,416,922
All other toys .....	1,441,222	7,564,262	5,415,824

Total ..... \$2,547,269 \$10,319,195 \$6,832,746

## Glassware

### For Eleven Months Ending November

1920	1921	1919	1920	1921
\$147,332	\$129,665	\$392,412	\$1,081,249	\$1,357,616

## China Clay

### For Eleven Months Ending November

1920	1921	1919	1920	1921
\$285,751	\$198,848	\$1,805,175	\$3,284,346	\$1,268,735

## Hydrate of Potash

Containing not more than 15 per cent of caustic soda

### For Eleven Months Ending November

1920	1921	1919	1920	1921
\$20,286	\$55,838	\$134,166	\$435,612	\$435,641

## Articles of Metal Enameled or Glazed With Vitreous Glasses

### For Eleven Months Ending November

1920	1921	1919	1920	1921
\$13,170	\$17,616	\$54,858	\$357,163	\$306,979



# POINTERS FOR BUYERS

**TIMELY TIPS FOR  
LIVE MERCHANTS  
IN SEARCH OF THE  
LATEST IN AT-  
TRACTIVE WARES**

**A** NEW arrival in the lamp family of the Pittsburgh Lamp, Brass & Glass Co. is herewith illustrated. The simplicity and grace of the base lends itself to the finely executed hand painted shade. The standard is shown in various rich finishes and there is also a choice of beautiful conceptions in hand painted shades, in



striking forest scenes, all over autumn leaf design and floral patterns, etc. This line is only one of several this well known factory has turned out for 1922, which are now being shown by local manager Chas. Kraft at the factory's New York salesroom, 35 West 23rd Street.

## New Attractions in Fostoria Line

New York manager John Nixon has a host of new attractions for the dealer from the Fostoria Glass Co., ready for inspection at the company's salesroom, 141 Fifth Avenue. The factory has certainly surpassed themselves in these new creations, which are noteworthy from every standpoint. Among them are two striking decorated lines, on well proportioned shapes—a horizontal heavy black band edged with coin gold lines, the other a wide turquoise blue border, between double coin gold lines, both are refined in treatment and are executed in the usual high class manner characteristic of all the Fostoria productions. Both are shown in a complete line of articles. Rich lustre colors in pink, blue, yellow and green, are also shown on a variety of salable items in odd shapes. Two other dainty lines of stemware, optic and plain, are shown on very pleasing new shapes and in new

iridescent effects. One is known as the "Mother of Pearl" and the other "Spanish Lustre." Then there is an exceedingly neat gold encrusted border, shown on a new shape in optic crystal. Also an encrusted band shown in combination with coin gold lines. Nothing more fetching has been seen in some time than the showing of new deep plate etchings. One shows a series of elaborate floral clusters executed in an all over effect. This is extremely rich and destined to find wide appreciation on account of its unusual beauty and quality. A new festoon effect is introduced in another deep plate etching, which is worked out in a novel border treatment. Still another attraction, is a new wide flute colonial line of tableware, in wonderfully good shapes. This is also sure to be the source of wide interest to buyers in search of a satisfactory open stock line.

## Wm. G. Mueller to Open New York Office of Well Known Line.

William G. Mueller well known through his long association with the trade has secured the representation for this country for the well known concern of Heinrich & Co., Selb, Germany, manufacturers of white china, decorated dinnerware, hotel ware and electrical porcelain, the extensive interests of which also include the factories of Heinrich Winterling, Marktlenthen, Gebruder, Winterling, Roslan, Oscar Schaller & Co., Nachf., Schwarzenbach and Oscar Schaller & Co., Kirchenlanitz, all in Bavaria. These give Mr. Mueller one of the most important combinations of factories represented in the trade in this country. He has secured for his office and salesroom the very spacious and attractive quarters, which have been occupied by the Cambridge Glass Co. for the past five years, consisting of the entire fifth floor, at 49-51 West 23rd Street, which he expects to have in readiness for the reception of the trade by February 1st. He will have associated with him Karl Lickhard, a well known executive, formerly with the Casey Hudson Co., Chicago, who will look after the office end of the business while Mr. Mueller will attend to the sales end. Mr. Mueller will later add one or more salesmen to his staff to assist him in covering the entire country. Mr. Mueller has been associated with Burley & Co., Chicago, practically ever since he started in business, working his way up from an errand boy in the concerns hotel department, to buyer and manager of the business. He spent five years in Germany as resident representative for the concern. Since 1918 he has managed the Burley & Co. store for Albert Pick & Co., who purchased the business shortly before. He has made a great success of the business but now seeks the larger opportunities which the wholesale business offers.

WHERE MASTER  
CRAFTSMEN  
DISPLAY NEW  
WARES FOR  
THE GIFTSHOP

# FASCINATION LANE

By

BEATRICE MILLER WISNER

## Butterfly Decoration for Cigarette Jar

**B**EAUTIFULLY designed is the little cigarette or cigar jar illustrated from the Rose Whitney Smith Studios, shown in the Art and Gift Division of the Bush Terminal Building, 130 West 42nd Street. The brilliant coloring of the butterfly has been preserved by delicate handicraft, fashioning the winged creature in a realistic position against the delightful milkweed background. The little glass container with nickel cover fittings makes a practical receptacle for smokers' needs and is an ornament as well. It is a useful little item for desk or bureau, and might easily be tucked away in traveling case or satchel. Smokers' accessories have been in great demand during the season and any unusual or unique article finds a conspicuous place in the up-to-date Gift Shop. Many other useful and interesting gifts from the above studios have won unprecedented favor and a choice from the collection would prove satisfactory to the most fastidious buyer. Handicraft in the unique arrangement of butterfly decorations is a fine development in artistic workmanship from the Rose Whitney Smith studios.



## Gift Shops' "1922 Mirror" Reflects Prosperity

When nations were being held at the point of the sword, the Gift Shop industry passed through crises of industrial conflicts, merging a stronger and healthier patriot. In the few years that the Gift Shop has had its being, it is a remarkable fact that this industry has grown to be one of the most noted in the business world. It is rather pathetic to watch a small work grow under many obstacles, but exhilarating to see it cast off its infant's garments and stand up a full grown, challenging competitor—a sturdy oak from a tiny acorn, rooted in the hearts of gift loving communities, spreading its branches to every city and small hamlet. The Gift Shops' success is due to three distinctive elements, i. e., a realization of art, selection of appropriate all-year gifts, and managers and buyers who have taken to heart Blaire's *belle-lettres* on "Taste." Taste enters so largely into the well equipped Gift Shop, that even the minutest article embodies a study of values in color, decoration and symmetry. After watchful waiting, the Gift Shop has stepped beyond the line of "normalcy" and launched full speed in the path of 1922 prosperity. The future predicts a full harvest. Could a mirror reflect a happier compensation?

Thirty

## American Incense a Patriotic Gift

A scent of the woods gently wafted through an attractive Incense Burner, brings near a pleasurable picture of forest and field. American Incense, originated and manufactured by Louis Lucas Co., Inc., Jamestown, N. Y., has a native charm, and with an appropriate designed burner is an all-year significant gift. These attractive burners come in Polychrome and Old Bronze finishes, and in many characteristic designs; Silver Heels represents an Indian Maiden holding a bowl with burning incense; Fire Worshipper, shows a figure in adoring posture before the fumes of the burning incense; Wood Nymph is very pleasing; First American depicts an Indian kneeling, gazing intently at the firing incense; Totem Pole is characteristic of early Indian habits. Original and odd Incense Burners are especially desired for the Gift Shop trade and in attractive boxes with appropriate cover design, bring a true American odor—fir, balsam and pine in an alluring, artistic arrangement. The Louis Lucas Company has brought in their manufacture of "Heart of the Woods" a lingering essence of delicate odors fresh from America's Native Soil—a happy retrospection of woodland scenes.

## Latest Czecho-Slovak Flower Holders

Very distinctive and interesting flower holders are among the recent importations from Czecho-Slovakia to this country. These very novel flower holders are made of willow and rush. So cleverly are they constructed that they will not stain with water. They are generally purchased in their natural tan color, but they can be dyed or stained to suit the taste of fastidious buyers. A serviceable design, the wall flower holder, can be used as a flower vase for the automobile. These wall holders have galvanized linings, which is another practical idea. A flower pot container which has a terra cotta liner in ornamental weaves of rush ware, is another addition to this new assortment of unusual flower receptacles. The beauty of willow and rush for floral containers is demonstrated in these artistic flower holders, which has popularized them with florists and the Gift Shop trade.

## Art in Gift Shops

Possibly there is no better rendezvous for lovers of applied art, than the modern gift and art shop. In the commercial application of art to novelty and service not one slight lapse is apparent in the dignity, beauty and permanency of artistic conception and execution. Color, contrast and originality are dominant. Service is prominent and utility plus art and originality compel interest, admiration, desire, action.



## Buyers in New York

### JANUARY 7, 1922.

J. W. Horne, toys, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway.  
 P. H. Larrabee, representing, Porteous, Mitchell & Braun Co., Portland, Me., 432 4th Avenue.  
 H. L. Falk, toys, housefurnishings and mdse. manager, The Mode, Boise, Idaho, 352 4th Avenue (Kirby, Block & Fisher).

### JANUARY 8, 1922.

Miss Anna S. Krauch, toys, L. S. Ayres Co., Indianapolis, Ind., 335 Fifth Avenue.  
 Mr. Warner, Mr. Per Lee, mdse. mgrs., The Dayton Co., Minneapolis, Minn., 225 Fifth Avenue.  
 J. D. Burnett general mdse., McCreery Co., Pittsburgh, Pa., 23 East 26th Street.  
 L. E. Legge, general mdse., Ashton D. G. Co., Rockford, Ill., 352 Fourth Avenue.  
 R. Herrick, house furnishings, Kohn, Furchgott Shop, Jacksonville, Fla., 6 West 32nd Street, Collingwood.  
 R. Gibson, toys and dolls, Marshall Field & Co., Chicago, Ill., 1107 Broadway, 3rd Floor.

### JANUARY 10, 1922.

W. F. Leimberg, house furnishings, L. E. Fronam, china and glassware, L. Huston, toys, Woodward & Lathrop, Washington, D. C., 334 4th Avenue.  
 W. H. Hager general mdse., Hager & Bros., Lancaster, Pa., 404 4th Avenue.  
 E. A. Rouleau, toys and house furnishings, Porteous, Mitchell & Bruan Co., Norwich, Conn., 404 4th Avenue.  
 E. D. Starbuck, general mdse., E. D. Starbuck Co., Saratoga Springs, N. Y., 105 Grand Street, Martinique.  
 P. Weill, house furnishings and toys, B. Nugent & Bro. D. G. Co., St. Louis, Mo., 1372 Broadway.  
 L. A. Falk, representing Falk Wholesale D. G. Co., Boise, Idaho, 395 Broadway, room 1505.  
 H. C. Eisenberg, general mdse., M. M. Newcomber, Knoxville, Tenn., 48 West 35th Street (W. M. VanBuren).  
 J. E. Roosa, mdse. manager, Shepard Co., Providence, R. I., 220 5th Avenue (H. Atkins).  
 J. Oestrelcher, general mdse., E. Gattschalk, Fresno, Calif., 115 West 30th Street.  
 Justin King, representing, H. P. King Co., Bristol, Tenn., 17 West 28th Street.  
 R. Gibson, dolls and toys, Marshall Field & Co., Chicago, Ill., 1107 Broadway.  
 Frank A. Flynn, house furnishings, Steiger Cox & Co., Fall River, Mass., care C. S. Logan, 134 West 32nd Street.

### JANUARY 11, 1922.

C. W. Benzow, toys, Wm. Hengerer Co., Buffalo, N. Y., 16 West 39th Street.

L. Arnstein, house furnishings, toys and china, Ed. Schuster & Co., Milwaukee, Wis., 1372 Broadway (Affiliated Retail Stores).  
 E. A. Rouleau, house furnishings, Porteous Mitchel & Co., Norwich, Conn. 432 4th Avenue.  
 L. B. Clough, house furnishings, M. E. Smith & Co., Omaha, Neb., 120 West 32nd Street (A. Fantl).  
 P. Steiger, general mdse., A. Steiger & Co., Springfield, Mass., 105 Grand Street (Jay Co.).  
 J. W. Boston, house furnishings and toys, Famous Barr Co., St. Louis, Mo., 37 West 26th Street (E. M. Sostman).  
 R. H. Padgett, toys and dolls, J. C. MacInnes Co., Worcester, Mass., 432 4th Avenue.  
 R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 4th Avenue.  
 Mr. Noah, mdse. manager, J. L. Hudson Co. Detroit, Mich., 225 5th Avenue.  
 W. W. Dodge, toys and house furnishings, John G. Meyers Co., Albany, N. Y., 220 5th Avenue.  
 I. Rothstein, china, glass and toys, Rosenbaum Co., Pittsburgh, Pa., 116 West 32nd Street.  
 F. L. Harwood, general mdse., Mabley & Carew Co., Cincinnati, Ohio, Pennsylvania.  
 Mr. Rosenberg, toys and house furnishings, Ross Stores, Niagara Falls, N. Y., 3 West 29th Street, Room 500.

### JANUARY 12, 1922.

William Weisenberg, mdse. manager, Halle Bros., Cleveland, Ohio, 220 5th Avenue.  
 E. D. Stauffer, toys, May Company, Cleveland, Ohio, 37 West 26th Street.  
 Mr. Sheffield, mdse., manager, J. L. Hudson Co., Detroit, Mich.,

### JANUARY 13, 1922

D. Horn, house furnishings, Hecht Bros. & Co., Baltimore, Md., 1150 Broadway (Baer & Lilienthal).  
 C. F. Sisson, Jr., general mdse., Sisson Bros. Weldon Co., Binghamton, N. Y., Cumberland.  
 E. C. Wilson, representing, Carson Pirie & Scott, Chicago, Ill., 404 Fourth Ave.  
 G. E. Preston, basement mgr., J. L. Hudson Co., Detroit, Mich., 225 Fifth Ave.  
 D. Horn, house furnishings, B. K. Merriman Co., Bristol, Tenn., 1150 Broadway.  
 H. J. Neff, toys, Lowenstein Bros., Memphis, Tenn., 116 West 32nd St.  
 W. Davison, toys, City of Paris D. G. Co., San Francisco, Cal., 170 Fifth Ave.  
 H. Hunt, china and glassware, H. P. & H. F. Hunt, Boston, Mass., McAlpin.

## Mackey, Goes With Smith-Phillips China Co. As Sales Manager

J. W. Mackey, for some months salesman for the Hopewell China Corporation, Hopewell, Va., has assumed the sales management of the Smith, Phillips China Co., East Liverpool, effective January 2. Mr. Mackey has left the Hopewell plant with the very good wishes of that firm, and his return to the East Liverpool district, with which he was so long associated, was a welcome bit of news. He will have complete charge of all agencies and sales campaigns. Mr. Mackey is popular among the buyers. He will have charge of the exhibit of the Smith, Phillips line at the Ft. Pitt Hotel, Pittsburgh, Pa., this month.

*Glass-making is one of the great national industries in Belgium. There is scarcely a civilized nation in the world that is not more or less dependent upon Belgium for window glass, mirrors, and table glass.*

## Attractive Items in Roseville Pottery

It would indeed require a stretch of the imagination to visualize anything more fascinating than the Lustre pottery made by the Roseville Pottery Co., Roseville, O., New York manager, F. D. Van Arsdale, is displaying a complete line of the ware at the concern's salesroom, 621 Fifth Avenue, where it is enjoying well deserved success. The factory has achieved something quite different in both the rich colors and unique shapes. The most popular colors are Chinese yellow, tangerine and blue. Some of the articles are tall and low comports, with candlesticks to match, baskets, vases, lamp mounts, rose bowl, handled candy trays, flower centers with flower blocks or holders to match, etc. This line has taken so well with the trade, that the factory is bringing it out in several additional colors. The "Donatella" line of art pottery, which is an established favorite with the trade will also be shown in a variety of new items. These are only a few of the attractive offerings to be seen in the concerns exhibit.

BOSTON OFFICE  
417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

# BOSTON NEWS NOTES

By

M. A. TEBBETTS, REPRESENTATIVE

**J** L. WHITE, traveling representative for Hunt Bros. Co., left Boston last Friday, for a six weeks trip to Florida, Texas, and other important Southern states. Upon his return to Boston, he will cover the New England territory.

Robert M. Erwin has recently been added to the office sales force of the Hunt Bros. Co., and will look after the local trade in and around Boston.

H. P. and H. F. Hunt Co. are displaying an extensive and attractive line of Philippine baskets, both stock and import, also a new line of brass Jardinieres, Smoking Sets, etc., manufactured by the Essex Spring & Stamping Co. They have also recently received a new sample line of Venetian and Florentine Art Glassware, in Wistaria, Turquoise, and Chinese Jade and Yellow.

William Emerson, of Charles Emerson & Sons, Haverhill, Mass., and S. D. Leen, of New Bedford, were visiting the trade in Boston last week.

Carrol J. Robinson, with the Jordan and Marsh Co., W. H. Childs, with the Jones, McDuffee and Stratton Corp., James F. Leary, with the Houghton and Dutton Co., and J. W. Chaput, of the Harris and Mowry Co., Woonsocket, R. I., also J. A. Donovan, of A. B. Sutherland, Lawrence, Mass., and Arthur Ellis, of Almy Bigelow

and Washburn, Salem, Mass., will represent their respective companies at the Pottery and Glass Exhibit, Pittsburgh, Pa., during the coming week.

George A. Granville, of 111 Summer Street, left Boston last week for a visit to the Pottery Exhibit being held at Pittsburgh, Pa., this month.

More than three hundred members and guests attended the New Year's celebration and dinner of the Bay State Council of the United Commercial Travelers held at the Dreyfus Restaurant, Boston, last Saturday evening. A cabaret and general dancing were the principal form of entertainment for the evening. Favors appropriate for the occasion were also distributed among the guests at the dinner.

Joy and hilarity reigned supreme at the New Year's festivities of the employees of the Shepard stores, held in the restaurant of the company, last Saturday evening. About five hundred were present at the dinner, all of whom received favors appropriate to the occasion. A Cabaret and the Colonial orchestra were features of the program.

The new building which will be erected on the site of the old Studio Building, on the corner of Tremont and Bromfield streets, Boston, will be occupied, when completed, by the S. S. Kresge Company.

## Messrs. Igel and Rothstein Make New Connections.

The Igel-Rothstein Co., Pittsburgh, beg to advise the China, Glass, Lamp, Silverware, Housefurnishing, Toy and Pictures Trades in general that the Company has severed its connection with the Rosenbaum Co., who have taken over the departments of which the former Company has had control for several years past. The temporary office of the Igel-Rothstein Co., will be located at the Century Building, 132 Sixth Avenue, Pittsburgh, in care of Felix Half and Bros. I. Rothstein has connected himself with the Automobile Finance Co., Pittsburgh, located in the May Building, and C. M. Igel has become associated with the firm of Felix Half and Bros., Century Building. Both gentlemen will be pleased to have their friends in the trade call. They also wish to express their sincere thanks through the CROCKERY AND GLASS JOURNAL to the many firms with whom they have come in contact for the pleasant relationship that have existed during their career in the business as well as the courtesies extended during their term with the Rosenbaum Co.

## New Canonsburg Treatments.

The Canonsburg Pottery Co., Canonsburg, Pa., of which H. Benedikt, 7 West 22nd St., is New York representative, has just placed on view several new decorative treatments from the factory that are a distinct addition to the line. They are shown on the concern's attractive "Belmar" shape. There is a certain daintiness about the arrangement of the designs and the color treatments which attracts immediate attention. One odd conception, is a border design with a two tone heliotrope coloring predominating. This is very striking, in fact, there is not one pattern in the lot but what merits special note.

## Jacklin Buying For Himself

J. J. Jacklin, who has been buyer of china and glass for the Harris-Emery department store at Des Moines, Iowa for some years, has left that interest and is now in the market buying initial stocks for a new hotel supply business which he has established in Des Moines. He is accompanied to the market by Arthur Falscheki, who will be associated with Mr. Jacklin in the sales department.





ALADDIN SHAPE—PATTERN NO. 1439T

The graceful lines and quaint charm of our new "Aladdin" Shape lends itself to perfection to this fetching border design—a colorful figured and floral treatment with subdued blue tones predominating. Will prove a ready mover at retail.

## THE C. C. THOMPSON POTTERY CO.

*Manufacturing Potters*

White and Decorated Ware—Semi-Porcelain Dinnerware

EAST LIVERPOOL, OHIO

Rooms 545-46 at Chicago Show



## SPECIAL NOTICES

**S**ALESMAN acquainted with buyers and who can obtain orders for sales check books, can make favorable commission arrangements with leading Chicago concern in this line. Chicago Sales Book Co., 337 W. Madison St., Chicago.

**O**NE OF THE OLDEST and best established crockery houses in America has a splendid opening for an alert salesman. If you "know crockery" it will pay you to investigate this opportunity. Communications confidential. Reply Box 109, care CROCKERY & GLASS JOURNAL.

**T**RAVELING SALESMAN of many years experience and wide acquaintanceship in the trade is now open for engagement for a first class pottery or china line for 1922. Box 123, care CROCKERY & GLASS JOURNAL.

**C**HINA DECORATOR WANTED. Must be fast. Work not particular. Box 146, care CROCKERY & GLASS JOURNAL.

**S**ALESMAN WANTED on salary basis. Experienced man who thoroughly understands blown glassware to sell in the Metropolitan territory. Well known line manufactured by old established large factory. Box 145, care CROCKERY & GLASS JOURNAL.

**A** REAL LIVE BUYER knowing the market from A to Z and years of experience in china and house furnishings and smaller lines wants to connect with some real good store. No question of references. Same can be had from the best of houses. Box 147, care CROCKERY & GLASS JOURNAL.

**F**OR SALE—New equipment including three No. 10 Perfection Kilns, one hand press, five wheels and other accessories. Will take any fair price for these goods. Box 148, care CROCKERY & GLASS JOURNAL.

**T**HERE IS A GOOD POSITION awaiting a china and glass salesman familiar with the trade in the Metropolitan District. Write giving qualifications. Box 144, care CROCKERY & GLASS JOURNAL.

## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.  
New York Office: 290 Broadway.

## Basement Manager and Buyer Wanted

A good position is open to a man who can make good as buyer of China, Toys, Housefurnishings, Trunks, etc. Business about \$100,000 annually. Popular trade. Within 200 miles of New York. City of 60,000. All communications confidential. State in first letter experience, age, nationality, and salary desired. Full particulars.

Address Box 136, c/o CROCKERY AND GLASS JOURNAL  
92 West Broadway, New York

## Cambridge Glass Co. to Move

The Cambridge Glass Co., Cambridge, Ohio, which has occupied quarters on the fifth floor of the building 49-51 West 23rd Street for the past several years will on about the 20th of this month remove to 184 Fifth Avenue between 22nd and 23rd Streets where they will occupy the entire third floor, for their offices and salesroom. This is the same building in which Percy N. Leyland, Inc. is located. Alex G. Menzies is local manager for the Cambridge factory.

## The Genesee Pottery Co., Inc.

Chittenango, N. Y.

## TEAPOTS

IN NEW SHAPES AND GLAZES

KITCHEN and COOKING WARE

Room 679, Ft. Pitt Hotel, Pittsburgh, Pa.

## "ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERES, ETC.

in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

## THE ZANE POTTERY CO.

South Zanesville, Ohio

MEET US IN PITTSBURG IN JANUARY

## Harrison Boudoir Lamp

LITTLE BEAUTY

No Packing Charges

Made in Bone Ivory with  
Assorted Glass

Price:— 1 to 49 \$2.25 ea.  
50 to 99 2.10 "  
100 or over 2.00 "

Less 2% 10 days  
Net 30 days



No. 18  
Height 11"

1921  
HOLIDAY  
SPECIAL

Made by HARRISON FIXTURE WORKS  
59-61 HARRISON AVENUE, BROOKLYN, NEW YORK  
N. Y. Display: 130 W. 42d St., 5th Floor

Sole Owner of the Patent

## Celluloid Cap &amp; Metal Ring Co., Inc.

NEPERA PARK, N. Y.

## Celluloid "Salt and Pepper" Caps

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.





# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312  
SOUTH  
CLARK  
STREET

JANUARY inventory work and inventory sales now have the attention of the buyers. Many of the State Street buyers have worked overtime during the past week in order to get their work ahead, and have left Chicago for the annual show in Pittsburgh. The local buyers are ready to admit that their departments are in need of merchandise after a heavy holiday business and a year of conservative buying. They predict a better year during 1922 for the retailers and in preparation for this many orders for china, glass, lamps, housefurnishings will be placed early in the year.

Manufacturers representatives and wholesalers already report business opening up for the new year. Many of them booked some sizeable orders during the first week of January, and they are hopeful for a continuation of good business. Salesmen from some of the local firms "hit the road" with the 1922 lines last week.

Details of the big Chicago Exhibit of Glass, Pottery, Lamps and Housefurnishings to be held next month at the Morrison Hotel, will be ironed out at the regular meeting of the Chicago association this week.

M. Schacter, 2035 Charleston Street, manufacturer of silk lamp shades, joined the Chicago Association of Commerce last week.

The Abbey Studios have jointly reserved room 603 with Darden & Cox, for the coming Chicago exhibit.

A. R. Schmidt, president of the Columbia China Corporation, Porter, Indiana, was in Chicago last week, and reports work on his new plant progressing rapidly. The plant is nearing completion and is expected to be ready to produce within five or six weeks. Mr. Schmidt has been in the United States for about eight years, but previous to that time was connected with some of the largest china factories of Austria. He brings to the country, through the Columbia China Corporation, the same ware he was formerly interested in producing in the Old country. The new plant at Porter will have fourteen kilns and it is Mr. Schmidt's plan to make this plant equal to any in the country in production in the course of a few years. W. T. Darden & Co., Palmer House, Chicago will act as selling agents for this pottery.

George McNicol, Chicago sales manager for the Potters Co-operative Company, East Liverpool, returned to Chicago last week with Mrs. McNicol, after a visit over

the Holidays to his home town. The Potters Co-operative, Chicago, display is maintained in the Palmer House.

Martin M. Simpson, salesman for his father Lewis H. Simpson, factory representative, with headquarters in the Shops Building, left Chicago early this week for Detroit where he will call on the trade.

The Aristo Studios, makers of a complete line of high grade silk lamp shades, announced last week that Darden & Cox, Palmer House, will be their selling agents in Chicago and the middle west. George Popper, formerly salesman for Darden & Cox, is now connected with Kaplan, Inc., makers of lamps and shades.

Walter Malzahn, advertising manager of the West Bend Aluminum Co. was in Chicago recently.

The Enterprise Aluminum Co., is maintaining a Chicago sales room in the Old Colony building, 37 West Van Buren, room 535. Mr. S. B. Davis is in charge.

Leo Arnstein passed through Chicago last week on his way to Europe. He will visit factories in the East and will sail from New York in about ten days. Mr. Arnstein has been promoted to merchandise manager of the china, glass, lamp and housefurnishings departments of Ed. Schuster & Co., Milwaukee. Mr. Alfred Papke, formerly connected with the Boston Store of Chicago has gone into Mr. Arnstein's departments and will do the domestic buying. Foreign buying will be handled by Mr. Arnstein.

Ira A. Jones spent part of last week in Cochocton, Ohio, and after a short trip to other points east will return to Chicago.

Oscar Helm, partner in the firm of Helm & Soukup, left Chicago Monday of this week for Pittsburgh, where he will attend the annual Pittsburgh exhibit.

The Rose Studios of Maywood, Ill., are making some very handsome butterfly serving trays. Real butterflys of brilliant colors are pressed beneath the glass of the serving trays and the frames are made of mahogany. This line is on display in the show rooms of W. C. Owen, manufacturers representative dealing in art goods, room 404 Shops building.

# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## DARDEN & COX LAMPS AND SHADES

47-49 Palmer House  
CHICAGO

## FRENCH CHINA CO.

Office and Display Room  
136 West Lake Street

The J. H. STOFFER CO.  
Importers and Exclusive Decorators  
FINE CHINA  
Studio and Display Rooms at  
2619 Prairie Ave.  
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WALTER B. ANDREWS  
30 East Randolph Street  
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Representing  
MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

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Artwares                      Pottery  
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Chicago

Manufacturers' Representative  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

KELLY & REASNER  
17 N. Wabash Ave.

Representing  
McKee Glass Co. N. Northwood Co.  
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Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

## IRVIN-SMITH CO., INC.

Manufacturers  
Importers  
Exporters  
GERMAN DOLLS, TOYS AND  
NOVELTIES  
for immediate delivery  
Japanese Incense Burners and  
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Manufacturers of  
The Famous Cootie Game  
Visit our sample rooms  
17 N. WABASH AVE.

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Successor to Takito, Ogawa & Co. and  
The Tajimi Company  
327 West Madison Street  
Importers of Japanese Chinaware, Lamps  
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New York Display Room: 101 Fifth Ave.

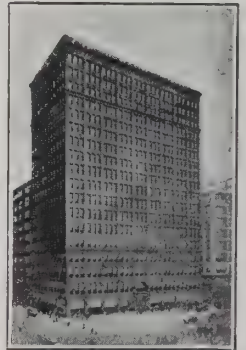


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Zanesville Stoneware Co.  
National Pottery Co.  
Uhl Pottery Co.  
E. J. Knapp Candle Co.  
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THE  
PLACE  
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GLASSWARE

Earl W. Newton and Associates  
Topliner Glass and China Manufacturers  
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The Marion Glass Manufacturing Co.  
Wheeling Decorating Company  
The Earl W. Newton Company  
Hopewell China Corp.

Walter S. Redfield, Room 309

Representing:  
A. H. Heisey & Co., "Diamond H"  
Glassware, Pressed and Blown Table  
Ware, plain and decorated.  
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Jars, Vases and Art Pottery in High  
Grade Novelties.

John S. Ward, Room 1508

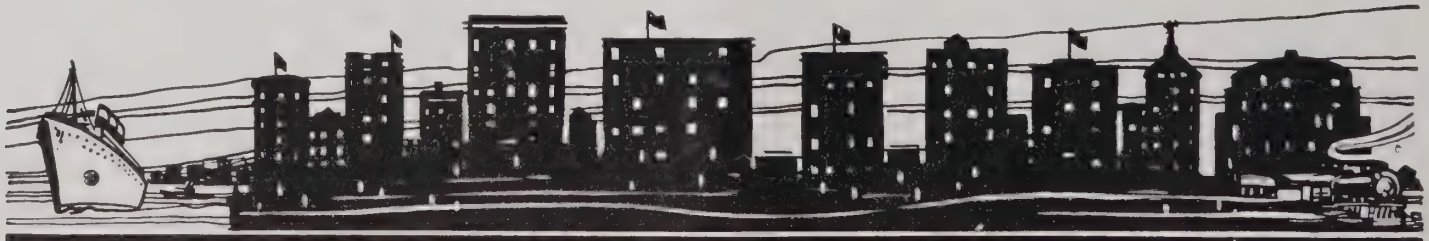
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Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware,  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent.

Harry G. Dalzell  
Phone  
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# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

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No. 3

## AS THE EDITOR SEES IT

### COMIN' THROUGH!

ALL things considering, the new year is, or appears to be coming through in lusty style. For the more conservative folks who believe rather in the present than in the future, this month—January—must certainly be to them a sort of “pleasant puzzler.”

Of present-minute interest, for example, we have the Pittsburgh Exhibit—in full blast. Never before, it seems agreed, has one exhibit prospered more in the first two weeks of its life, in the way of new lines, new designs, elaborate displays and, what is termed by business builders, as productive enthusiasm. The keystone of the year obviously stands out, and seems plainly written in every report as—“new lines—new business.”

In New York also does this productive urge dominate. Not since prior, to the war, insofar as the writer knows, has such an overwhelming spirit of conquest prevailed. Here new designs, there new lines, over this way, or in such and such a concern's showroom, are to be found the spellbinders of the year. And the honest encouraging part of it is that these new lines and designs *are* unusual, reflect study, faultless art, and the highest type of industrial co-operation. The signs of the time are originality, genius and honest salesmanship. Everywhere we go we are bound to shake hands with this triumvirate of progress. It is unmistakably evident at every turn—men are throwing their hearts and souls into their work.

This in indeed a glorious good sign!

Money seems to be classified more today as a medium for developing industry rather than as a protection against famine and panic. When we spend money today (if we spend wisely) we do not lose it. Rather do we release it for our own improvement and progress, launch it enthusiastically on a needy business sea which makes money make money. You can't kill values. It were better to circulate a dollar than to hoard it. One dollar in the hands of “money makers” produces more in one day

than one thousand dollars in the trunk of a “money earner,” who lacks the understanding of well directed energy and productive industrial management.

Manufacturers who feel the pulse of industrial security and business development are “coming through” with generous improvements. By no means is this to be construed as a statement that money is scattered freely about the boulevards. Rather does it mean that more money is being applied generously—and sensibly—toward the betterment of business.

Trade tactics like these tone up markets, stabilize industry and benefit the individual. It is our privilege to rejoice mildly over such a movement. It is the sign of normalcy, sanity and honest effort. It is a healthy sign.

To be sure, here and there, the business doctor still has a severe case or two of pessimism to cure. The medicine he prescribes contains no drugs, nor hootch. The panacea is hard to define. It is more psychological than pathological. It is endeavor, optimism, unselfishness and service mixed with a dash of enthusiasm and served, not in bunches, but in sensible doses which serve as a business food, or accumulative tonic rather than a violent stimulant with a disabling reaction.

Men must admire foresight and good judgment. Throughout the various industries “good judgment” is evident in every progressive step. Where conservatism has restrained in the past, men have substituted modern aggressiveness and have adopted the color and dash of the day—the hour. Traditions are being relegated, more and more, to the scrap heap of past customs and finished business. Men with keen judgment and broad vision are planning, executing, producing, every hour of the day in every industry and enterprise. They are money makers, business builders and honest men. They are “comin' through” with the bacon.

## Western Glass and Pottery Association Elects Officers

The count of the mail vote for officers for the Western Glass and Pottery Association resulted in the election of the following:

### Officers

President, James M. Lewis, Consolidated Lamp & Glass Co.

First Vice President, Wm. C. Lynch, Taylor, Smith & Taylor Co.

Second Vice President, E. P. Ebberts, Phoenix Glass Co.

Third Vice President, F. I. Simmers, Hall China Co.

Fourth Vice President, Reuben Haley, U. S. Glass Co.

Secretary-Treasurer, W. W. Lang, The Kinney & Levan Co.

Directors, to serve two years, Marion G. Bryce, J. Howard Frye, John H. Harris, Robert G. West.

Director one year, C. Nick Muessig.

### Territorial Vice Presidents

New York City—D. King Irwin, Lee Schoenthal, Harry W. Whitney.

Chicago—Wm. T. Darden, E. M. Meder, R. B. Reinick.

Zanesville, Ohio—Ben F. Feldner.

Evansville, Ind.—Silas Ichenhauser.

Boston—Horace P. Hunt, Harry H. Lewis.

Philadelphia—Alexander Frazer, Cecil E. Taylor.

Cleveland—Chas. H. Lang, Chas. R. D. Brown, F. M. Downs.

St. Louis—Thos. H. Lohr, Fred H. Obermeyer.

Youngstown, Ohio—T. A. Neely.

Wheeling, W. Va.—Thos. H. Butcher.

Los Angeles, Cal.—J. T. Jacobson

Buffalo, N. Y.—E. F. Schaefer.

Baltimore—Harry Thomas.

Cincinnati, Ohio—Nathaniel L. Clark.

## Chinaware Importations

Two and a half times as much German china porcelain reached the United States in January to November, 1921, on the basis of declared values, as in the first eleven months of 1920, according to a statement just issued by the Bureau of Foreign and Domestic Commerce. It is stated that this increase amounts to \$908,630, which is the increase in the total value of the American imports of this class of ware during that period. French china also came to the United States in greater amount, but Japan was credited with a smaller aggregate value than in the preceding year. Plain earthen and crockery were imports increased by \$106,400 over January to November, 1920, and decorated ware by \$50,231. Other ware of this nature was purchased abroad by the United States to a smaller extent, the eleven months' total being \$124,053 below that for the corresponding period of 1920. It is said that this probably represents much larger quantities than is apparent, because of the lowered prices on this class of merchandise.

## To Bring Decalcomania Factory Here

Apropos of the prospect of an increase in the duty on imported decalcomania in the near future it is reported that certain foreign interests have a plan drawn up by which they expect to take advantage of the opportunity which this change will open up, of starting a new enterprise in this country.

A large decalcomania manufacturing concern abroad is said to be prepared to incorporate a new company in this country, in which they will hold the controlling interest and for which they will find a large part of the necessary capital.

Several of their present employees, men of long experience in the process of manufacture will come to this country each having an interest in the new company and each bringing with him his family, most of whom have already worked in the factory abroad and are familiar with some branch of the industry. These will form a sufficient staff with which to operate for some considerable time, and they will not be hampered by union rules and regulations.

All the machinery and equipment except the large presses will be brought from abroad and the factory will be established in some small town or village convenient to the potteries but where the overhead and living expenses can be kept down to a minimum.

## Crockery Board of Trade Submits Nominations

The nomination committee of the Crockery Board of Trade of New York, appointed to submit nominations for officers for the ensuing year, and trustees for ensuing three years reports as follows:

For PRESIDENT.....H. C. Kupper  
 " FIRST VICE-PRESIDENT....C. A. Holbrook  
 " SECOND VICE-PRESIDENT...James B. Boote  
 " TREASURER.....Frederick S. Hunt  
 " SECRETARY.....L. S. Owen

### For Members of Executive Committee

L. S. Hinman, J. Rosenfeld, Gilbert M. Smith, William F. Dorflinger, George B. Jones, C. A. Holbrook, K. L. Wedgwood.

### For Members of Arbitration Committee

L. D. Bloch, John J. Miller and C. W. Cowles.

### For Members of Membership Committee

Charles Streiff, E. J. Ridgway, J. J. Temple, E. B. Dickinson and William R. Noe Jr.

### For Trustee for Term Expiring January, 1925

Lee Kohns, K. L. Wedgwood, C. A. Holbrook and James B. Boote.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

**A**MONG the well-known buyers who have engaged passage on the Lapland, sailing for Europe on February 18, are Frank Walsh, with Strawbridge & Clothier, Philadelphia; Charles Baxter, with LaSalle & Koch, Toledo; Dan McCarthy, with Rike Kumler Co., Dayton, O.; J. J. Henry, with The J. L. Hudson Co., Detroit, Mich.; John Lyons, with Wm. Taylor & Sons Co., Cleveland; Simon Roth, with A. I. Namm & Son, Brooklyn; P. Weil, with B. Nugent & Bro. Dry Goods Co., St. Louis, Mo., and Mr. Wesselman, with Bailey & Co., Cleveland, O.

"Billie" Lynch, sales manager for Taylor, Smith & Taylor, East Liverpool, O., is expected in New York on the 23rd of this month to open up his semi-annual display at the Hotel Imperial.

Frederick Skelton is paying a visit to the Pittsburgh Exposition this week.

John Hertzberg, buyer for S. Kann Sons Co., Washington, D. C., has made arrangements to sail for Europe on February 4th with Naples as his first stop. This is Mr. Hertzberg's first trip since the war.

Robert J. Butt, buyer and merchandise manager for Wolf & Dessauer, Fort Wayne, Ind., is spending this week in Washington, D. C., in connection with the pending tariff legislation on toys.

Sailing last Saturday aboard the "Baltic" was Alfred H. Holbrook, president of Geo. F. Bassett & Co., who will spend a couple of months visiting the factories for which they are American representatives, as well as those with which they have manufacturing connections. Mr. Holbrook's trip is to discuss new treatments to be brought out for his concern by the various plants. He also expects to make arrangements for representation of other European potteries here.

J. H. Harris, buyer for Kaufmann's, Pittsburgh, sailed on Tuesday aboard the George Washington for a three and a half months' European buying trip. Unfortunately, the date of sailing prevented his being present at the annual banquet of the Western Pottery & Glass Association, of which he is president.

After a honeymoon trip spent in Bermuda, Chris Hauser, the well-known salesman for Paul A. Straub & Co., returned to New York with his bride last week. The wedding took place at the bride's home in Brooklyn on December 8th, in the presence of thirty-five guests, relatives and close friends of the bride and groom. Mrs.

Hauser was formerly Miss Mary Agnes Miller. The couple will make their home in Brooklyn, where a handsomely fitted apartment awaited them upon their return.

Karl Sickhard, formerly associated with Berley & Co., Chicago, will arrive in New York this week to join William G. Mueller, well known both here and abroad, who has located at 49 West 23d Street as American representative for Bavarian china, dinnerware, hotel and white china.

## Haviland & Co. Showing Striking New Dinnerware

Possibly one of the most strikingly original and reasonably priced variety of imported dinnerware of the year is the new line of Haviland & Co. china now on display at the showrooms of this concern, 11 East 36th Street. Not for many years has this concern been so successful in perfecting original designs and shapes so strikingly different as to "stand out" prominently as masterpieces of craftsmanship and design. The "new line" includes several hundred original designs, borders and incrustations, ranging from floral weaves to Japanese and Persian conceptions really beautiful in treatment, application and color contrast. Designs in solid tones, mixed colors and fused tints constitute what dinnerware connoisseurs are wont to describe as "a line beautiful and desirable." All handled pieces are finished in pin gold, and of compelling interest is the "Derby 6" pattern—a soft, graceful floral bulb conception which lends itself beautifully to decoration and display. Most of the leading designs are duplicated on both white and ivory grounds. Some carry wide borders, other narrow borders. All designs reflect the work of master craftsmen, and offer remarkable values to keen buyers in quest of something different, remarkably attractive and lastingly durable.

Howard J. Smith, of Phillips, Thistle and Smith, 1107 Broadway, left, this week, for East Liverpool by way of the Pittsburgh Exposition, after "looking over" the exhibit for a day or two he will visit the Smith-Phillips Pottery Co., at East Liverpool.

The new "Witte" showrooms, at 24 West 23d Street, are fast nearing completion. Mr. Witte, is this week, visiting Pittsburgh. He will arrive in New York about the 23d of the month when the doors of the new and better headquarters will be opened wide to the trade.

# The Pittsburgh Exhibit as Seen by the Visiting Buyer

Fort Pitt, Wm. Penn and Hotel Henry Exhibits Mirrored in Brief for the Busy Buyer in Quest of New and Original Lines and Designs

A BETTER feeling existed about the annual Pittsburgh Pottery and Glass Exposition the second week than was evidenced during the first or opening week. Summing trade up it does seem however that the dinnerware salesmen have been slightly more active than some of those handling glass. In the latter line the specialties seem to have a more active demand than the usual run of pressed goods. There are a few salesmen who plan to leave Pittsburgh this week-end and these folks say they have done very little business. These men handle in the main specialties. Some of the glass lines plan to leave the Pittsburgh hotels at the end of next week, while there are other glass men and dinnerware salesmen who will keep their exhibits intact until January 28th. The market on dinnerware continues firm on existing lists. There has been a rather liberal amount of business placed with practically all potteries in the East Liverpool district and other dinnerware firms who have been exhibiting in Pittsburgh. Both immediate and future specifications have been placed, the situation as a whole being quite an improvement over the condition which prevailed in January, 1921. Exhibitors at the William Penn Hotel complained rather bitterly during the early part of the exposition about the lack of business, these people claiming that the buyers did not visit the "Penn" in the numbers they did at the Hotel Henry and the Ft. Pitt. This situation had a rather discouraging effect upon the "boys" at the "Penn." There was a fair amount of business booked at the Hotel Henry so salesmen there report. In fact the exhibits at the Henry were more active than at the "Penn." The outstanding feature of the show as a whole so far this year is the change of feeling on the part of the buyers over that of a year ago. The trade has admitted a shortage of stocks at home and merchandise is needed. Both department store buyers and jobbers have been reasonably active in placing orders for dinnerware and for staple glass lines. Electric portable and floor lamp lines have been in rather reasonable request this season, the former lines being in good demand.

## EXHIBIT BRIEFS

Ten new deep etched patterns are being shown this season in the Heisey blown line, which is displayed at the Fort Pitt by C. C. Cassell. The exhibit is the largest the firm has maintained in Pittsburgh for several years.

Ten new border and spray patterns are made a big feature

this year by the Vodrey Pottery Co., and all are displayed at the Ft. Pitt by T. A. Capperstone. These patterns are to be had in the "Melba" shape. A line of jugs in a varied assortment of decorations is an added part of this display.

The complete decorated line of tea pots of the Hall China Co. of East Liverpool is being shown by F. I. Simmers together with the full line of hotel and restaurant specials. Two large rooms are required to display the line.

The complete line of the Bedford China Co. is shown by Harry Muirheid this season. The vitrified china line of tea pots and such specialties are also displayed. Following the Pittsburgh show the line will be removed to Chicago, where it will be exhibited for two weeks.

The Diamond Glass-Ware Co. has brought out a new treatment this season which has been called a Royal Lustre. The ware is to be had in assortments about 25 different items being included, consisting of flower bowls, vases, candlesticks, compots, trays, and finger bowls. The usual long line of decorated water sets also cut water sets are included in this display.

A line of tableware that is positively different from any offered the trade this season is the new "Adoria" line of the Co-operative Glass Co., Beaver Falls, Pa., which is to be had in fifty or more different pieces. The glass is very bright and clear, while the design which is an alternate plain and diamond panel effect is not now duplicated in the market. The new amethyst colored line of handled cake and fruit stands, compots, vases and other special items is attracting attention.

A Grecian gold decorated pattern is a leading attraction in the display of the Hirsch-Malgood room. Their gold decorated and black band line is one of the new creations which is commanding favorable comment from all buyers. The treatment of the line is most striking. A dozen new treatments are being shown on ice tea sets, also many new treatments on candlesticks. The line of glass spoons has been increased and all are decorated with imported colors. A line of light cut ware is also shown in this exhibit.

"Mary Louise" is the name of the new plain dinner shape of the D. E. McNicol Pottery Co., Clarksburg, W. Va. The shape is entirely different from anything now on the market, the footed cup carrying out the same lines as the other hollow pieces. About forty different patterns are to be had on this shape. Another new line with this firm this season is that of celery and spoon trays. In addition there is being shown also for the first time a line of decorated sugars and creams. The line of salads and cake sets is much larger than heretofore. Many new treatments are shown on the salads. The baby plates and rock and yellow ware from the East Liverpool plant is included in this exhibit.



The only ruby and gold line of decorated table glass shown at Pittsburgh this season is found in the exhibit of the Paden City Glass Co. A complete line of this decoration is displayed on the No. 201 pattern. Other features of the display includes decorated water sets, kitchen specialties, water bottles, jugs, vases in various shapes and sizes, candlesticks, handled cake stands, bowls and nappies. The line is proving to be a very popular one with the jobbing trade.

A. W. Surles is showing the complete line of cooking ware, kitchen ware, tea pots and jugs of the Genesee Pottery Co., Chittenango, N. Y. The line is new and quite different from all others known under the same list. Pie plates are shown in 7, 8 and 9 inch sizes while the jet black tea pots are to be had in sizes ranging from 60's to 30's. Round nappies are to be had in sizes ranging from 3 to 12 inches and mixing bowls in sizes from 4 to 12 inches. Both fancy and plain jugs are included in the display.

The Florentine line of heavily decorated vases is the "show" of the Lancaster Glass Co.'s display and known as the "Florentine" assortment. There are five shapes in two sizes and four colors. The line is the largest of the kind ever displayed during the exposition. Two new lines of tableware are shown this year, one a light colonial pattern which can be had in both plain and gold treatments. The display includes a new line of iridescent and lustre colored blown vases, candlesticks and flower bowls, also a new line of nappies.

"The improvement in the quality of our line is most marked this year," declared Ira Clarke of the New Martinsville Glass Mfg. Co. The big feature of the exhibit is their new line of cut ware done at their plant and which includes such staple cuttings as grape and star patterns. This line is very complete, nearly 200 items being listed. A new line of semi Colonial ware is displayed which is to be had in crystal and gold treatment. The new patent metal top molasses can is also an interesting feature of this display.

Frank H. Vaughn is showing several new lines of art ware this season from the Brush-McCoy Pottery Co. which includes their "Jewel" or enameled line of jars, flower bowls, vases, candlesticks, and many other items. About the same number of items are also to be had in their "Art Vellum" Matt treatment also in their new "Egyptian" line. The display is attractively arranged and is much larger than heretofore brought to this exposition.

Twelve new border patterns are shown in the new dinner shape of the Steubenville Pottery Co. Many items of this line are translucent, as they are casted. Some of the patterns are used in decorating inside and outside of the teas and three borders are used in some of the cover dishes. The "Winona" dinner shape is to be had in a number of new border effects. An interesting feature of this display is the new color effects shown on their line of tea pots.

E. E. Wilgus is showing five new border patterns on their "La Rosa" shape which are by far the most attractive this firm has ever listed. In addition there two broken borders and three medallions including new effects in gold stamped treatments. The borders are all new designs and are exclusively controlled by this firm. Assisting Mr. Wilgus are Frank P. Judge, Jr., from the factory and D. King Irwin of the New York office.

Swaney Hall, sales manager for the L. E. Smith Glass Co., is showing a complete line of sanitary mixing and refrigerator bowls together with a new line of kitchen specialties in glass, including fruit jar filler, measuring cups, with and without lips,

and salt boxes. The other usual specialties from this factory are being shown.

The full line of Fry's transparent Oven glass is displayed this year at the Fort Pitt Hotel by Robert E. Johnston. The line is to be had in plain and engraved effects. Many new pieces have been added to the line this season which makes it more attractive than ever.

Four new border patterns are featured this season on the "Seneca" plain dinner shape of the West End Pottery Co., East Liverpool, which also includes all the popular patterns of last year. In addition this firm is also showing a full line of double thick Hotel Ware. Their "Cable" shape is now a most composite one. P. J. Curry and John Paul are in charge of the Fort Pitt show this year.

Joseph Rent and Edward B. Hill are showing the Duncan Miller line at the Fort Pitt. This firm is featuring their new plain line this year which consists of bowls, nappies, single and two piece vases, candy jars, candlesticks and covered handled nappies. The new line is an extensive one and its simplicity only adds to its charm. The exhibit will be removed to the Chicago Exposition.

Golden Glow Crackel is a new line of blown ware featured this year by the Beaver Valley Glass Co., and in addition to the Crackle effect the items can be had in the same color effect. Jugs, tumblers, footed vases, and comforts are among the items listed in the line. A new etched pattern with a flower and basket design is shown on their blown and stem line. The other usual items of this plant are displayed.

The Bird of Paradise pattern on the Pomona plain shape of the Potters Co-operative is an attractive feature in the display of this firm, although their "Diana" pattern which is a full decoration is none the less interesting. A new border pattern which is shown for the first time and for April delivery is a very clever design done in blue and a floral medallion. In addition to the new borders the exhibit also includes salads, jugs, chocolate and lemonade sets and a new line of service plates. W. C. Browne and E. D. McNicol are in charge of the display.

The Hopewell China Corp. is showing three new exclusive border patterns on their "Dixie" plain shape. This is the first time this line has been seen displayed at the Ft. Pitt. Quite a number of other border and spray decorations are displayed. An added feature of the exhibit is a line of solid color treatments on tea sets. Three different colors are to be had. A. J. Strikow, Secretary and Treasurer of the firm is in charge of the display.

Four new exclusive borders and one new exclusive spray design are being shown this season on the Columbia shape of the Crooksville China Co. The exhibit at the Ft. Pitt is in charge of Harry J. Bennett and he is making a special display of their new "Bird of Paradise" decoration which is commanding special attention. In all over one hundred decorations are shown this season, the popular numbers of former years being repeated in open stock.

One of the most attractive exhibits is that of the Wheeling Decorating Co., Fort Pitt Hotel, in charge of R. D. Otto. Buyers would do themselves an injustice by overlooking the display. Among the many new creations in glassware is No. 41 decoration which is a combination of acid gold with enlivened cameo effect medallion with trailing wisteria. Solid colors in Celeste, Blue, Torquoise Blue, Topaz, Ruby, Pearl and Canary combined with new effect in acid gold are particularly good. In addition are to be dinnerware and service plates including in special new decorations on Haviland china.

(Continued on page 24)

# Haviland China

Haviland & C<sup>o</sup> announce that they have on display at their salesrooms THE MOST REMARKABLE LINE of NEW SAMPLES shown in many years, including Two New Shapes.



A large assortment of patterns in stock in New York for immediate delivery — in Original Packages or Open Stock.

## Haviland & C<sup>o</sup>

11 East 36<sup>th</sup> St.  
New York

10 East 37<sup>th</sup> St.  
New York



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT.

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

A. V. GRANVILLE of Boston, factory representative of the Knowles, Taylor & Knowles Co., returned home last Thursday after spending several days here.

William T. Darden of Chicago, the well known factory representative, has been dividing his time between the local district and the Pittsburgh Exposition.

The Hopewell China Corp. has arranged to put a new stamp on the bottom of all its ware. This stamp will represent a ship and will be the only one of its character used on American dinnerware.

"I've spent 25 years in the selling of dinnerware sets and it's been a wonderful experience," said Samuel Bernstein of New York when in the market last week. "Hope I'll round out 50 years in the same game."

Herbert & Neuwirth Co., Inc., New York, have been appointed Metropolitan district representatives for the D. E. McNicol Pottery Co., Clarksburg, W. Va. A complete line of dinnerware for department stores and other specials from this plant will be on display in the New York sample rooms.

E. A. Crawford with the Kinney & Levan sales department spent a few days here last week visiting former friends. Mr. Crawford was a resident of East Liverpool a few years ago, being associated with the Smith, Phillips China Co.

William L. Tickell, Eastern salesman for the Edwin M. Knowles China Co., is spending this month at the some office assisting in the reception of buyers at the plant sample room.

Samuel B. Larkins, general manager of the National China Co., Salineville, has returned to his desk after spending a few days in the East Liverpool district and also visiting the Pottery and Glass Exposition at Pittsburgh.

The annual meeting of the stockholders of the Smith, Phillips China Co. is scheduled to be held January 20th. J. T. Smith will continue to head this concern.

The Columbia China Corporation has been formed with a capital stock of \$250,000 and will operate a six kiln plant at Porter, Ind. for the manufacturing of a line of Carlsbad china which is identical with a line now sold by a New York importing house. The plant will be headed by Anton Schmidt who is a son of the head of the Carlsbad plant. The sales department of the new Indiana plant will be in charge of William T. Darden of Chicago, who is now at the William Penn Hotel, Pittsburgh showing the line of the T. A. McNicol Pottery Co., East Liverpool. The first kiln of the new pottery has been completed and operations will begin within the next two months it is said.

J. J. West, buyer of dinnerware for the Powers Mercantile Co., of Milwaukee, who was in the market for a week left for home last Monday night. He is a native of East Liverpool and while here was a guest at the home of his brother George West, who formerly traveled for the Vodrey Pottery Co.

A warehouse is to be established in Pittsburgh by the Keystone Pottery Co., organized at Zanesville, O., last week with a capital stock of \$25,000. The incorporators are F. H. Werner, Z. W. Burley and Wilson Winter of Zanesville and J. D. Moore of Detroit, Mich. The new company will make a leading feature of the distribution of the products of the American Clay Products Co. The warehouse proposition in Pittsburgh will be the first of the character to be established there.

Guy Crooks, of the Crooksville China Co. has been spending several days in the Pittsburgh district.

Charles W. Foreman, head of the Owen China Co., Minerva, O., has returned to his desk after spending a few days visiting the Pittsburgh Pottery and Glass Exposition.

Effective February 1st, Adolph Schinagl, china and glass buyer for the Gimble Store, Milwaukee, will become merchandise manager over 26 departments in the Rothschild Store at Chicago, which will include china and glassware and other departments having to do with home furnishings. Mr. Schinagl was formerly with the Siegel Cooper Store in Chicago.

## Buyers in New York

JANUARY 14, 1922.

J. G. Parks, general mdse., Parks, Belk Co., Concord, N. C., 116 West 32nd Street.

R. B. Tannahill, vice president, Mr. Rowe, import mgr., J. L. Hudson Co., Detroit, Mich., 225 Fifth Avenue.

J. T. Gorman, mdse. manager, Gamble Desmond Co., New Haven, Conn., 432 4th Avenue.

L. Pincus, cut glass, Joske Bros., San Antonio, Texas, 352 4th Avenue, Kirby, Block & Fisher.

F. C. Lake, mdse. manager, B. Nugent D. G. Co., St. Louis, Mo., 1372 Broadway, Affiliated Stores Corp.

JANUARY 16, 1922

J. W. Horne, toys, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway.

I. M. Keller, mdse. manager, basement, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway.

Mr. Joseph, mdse. manager, Loveman, Joseph & Loeb, Birmingham, Ala., 116 West 32nd Street.

G. R. Waring, general mdse., Brown Mdse. Co., Mansfield, Ohio, Herald Square.

G. A. Efroymson, representing, Eyroymson & Wolf, Indianapolis, Ind., 116 West 32nd Street.

R. W. Mallory, house furnishings, Wyman Partridge & Co., Minneapolis, Minn., 43 Leonard Street.

F. S. Maxon, house furnishings, Kerr Dry Goods Co., Oklahoma City, Okla., 319 7th Avenue.

T. F. Cahill, basement dept., Walker Bros., Salt Lake City, Utah, 303 5th Avenue.

J. Gilmer, general mdse., Geo. E. Steiffel Co., Wheeling, W. Va., 1372 Broadway.

E. J. Hanson, toys and dolls, Montgomery Ward & Co., Chicago, Ill., 309 6th Avenue.

JANUARY 17, 1922.

A. B. Kuehn, mdse., manager, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway.

A. H. Burchfield, general mdse., Joseph Horne Co., Pittsburgh, Pa., 225 Fifth Avenue, Pennsylvania.

W. F. Daly, house furnishings, Barnard Summer & Putnam Co., Worcester, Mass., 404 Fourth Avenue.

F. S. Maxson, house furnishing, Kerr D. G. Co., Oklahoma City, Oklahoma, 319 Seventh Avenue.

W. W. Taylor, basement mdse., A. Hamburger & Sons, Los Angeles, Calif., 225 Fifth Avenue.

F. V. Fisher, mdse., manager, Dives, Pomeroy & Stewart, Pottsville, Pa., 240 Madison Avenue.

Mrs. Heller, china, glass and lamps, Rike-Kumler Co., Dayton, O., 225 Fifth Avenue.

Mr. Ballentine, lamps, J. L. Hudson Co., Detroit, Mich., 225 Fifth Avenue.

E. E. Delaplaine, toys, Saul Wolfson D. G. Co., San Antonio, Texas, 319 Seventh Avenue.

W. J. Robb, toys, Higbee Co., Cleveland, Ohio, 240 Madison Avenue.

T. B. Stanton, toys and house furnishings, Stewart Co., Baltimore, Md., 18 West 39th Street.

R. Evans, house furnishings, J. N. Adams Co., Buffalo, N. Y., 18 West 39th Street.

A. D. Wilhelm, house furnishing, Wm. Hengerer & Co., Buffalo, N. Y., 18 West 39th Street.

J. G. Gilmer, mdse., manager, Geo. E. Steifel Co., Wheeling, W. Va., 116 West 32nd Street.

C. C. Anderson, representing C. C. Anderson, Boise, Idaho, 116 West 32nd Street.

H. N. Byrne, mdse. manager, Keith, O'Brien Co., Salt Lake City, Utah, 116 West 32nd Street.

T. Sultzer, small ware and toys, Daniel Miller & Co., Baltimore, Md., 72 Leonard Street.

I. T. Conway, mdse. manager, Woodward & Lothrop, Washington, D. C., 334 Fourth Avenue.

L. G. Wesselman, house furnishings, Bailey Co., Cleveland, Ohio, 1372 Broadway.

Mr. Hall, house furnishings, Sanger Bros., Dallas, Texas, 19 East 24th Street.

G. A. Efroymson, general mdse., H. P. Wasson & Co., Indianapolis, Ind., 116 West 32nd Street, c/o Alfred Fantl.

H. L. Gerhardt, house furnishings, Wyman-Partridge Co., Minneapolis, Minn., 46 Leonard Street.

F. R. Williams, house furnishings, Joske Bros., San Antonio, Texas, 352 Fourth Avenue. Kirby, Block & Fisher.

C. S. McLane, toys, Marshall Field & Co., Chicago, Ill., 1107 Broadway, 3rd Floor.

J. H. Harris, china, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway (M. A. McNulta).

Mrs. E. Coulsting, lamps, The Emporium, San Francisco, Calif., 225 Fifth Avenue (Retail Research Ass'n.).

G. W. Aubuchon, house furnishings, J. C. McInnis Co., Worcester, Mass., 432 Fourth Avenue.

JANUARY 18, 1922.

W. Oddie, house furnishings, china and glassware, Griggs & Co., Cleveland, O., Imperial.

J. J. Jefferson, toys, J. R. Milner Co., Lynchburg, Va., 1150 Broadway, Baer & Lilienthal.

A. B. Kuehn, mdse., manager, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway.

L. C. Scott, toys, Campbells, Pittsburgh, Pa., 432 Fourth Avenue, D. G. Alliance.

C. Green, mdse., manager, LaSalle & Koch Co., Toledo, Ohio, 225 Fifth Avenue.

## Buyers at Pittsburgh Exposition

E. A. Brilinger, McCrory & Co., New York City; Mr. Myers, S. H. Kress & Co., New York City; J. M. McClure, McClure Syndicate, Atlanta, Ga.; Mr. Urquhart, Cassidy's Ltd., Toronto, Canada; Mr. Mayer and Mr. Levy, Lewis & Neblett, Cincinnati; Mr. Hunkler, Elder, Johnson Co., Dayton; W. D. Coulter, Adams, Mel-drum & Anderson, Buffalo; Simon Roth, A. I. Namm & Son, Brooklyn, N. Y.; George Duccop, Penn. Traffic Co., Johnstown, Pa.; Ted Lorenzen, Pattis Dry Goods Co., Indianapolis; Charles Smith, Brown, Thompson Co., Hartford, Conn.; James Leary, Houghton & Dutton, Boston; J. M. McClure, Ashtabula, O.; J. W. Waldorf, Hoschild, Kohn & Co., Baltimore; E. M. Fisher, Fisher, Bruce & Co., Philadelphia; Albert Selbach, Albert Pick Co., Chicago; Nick and Peter Goetz, Otto Goetz, New York City; John Passmatier, New York City; Ray J. Bour, Kenny Bros., Canton, O.; Harry Marks and N. Baiden, Lyons and Marks, Toronto, Canada; C. Reed and Son, Reed & Co., Baltimore; John P. Hackenberg, Milton, Pa.; J. A. Maloney, Miller & Paine, Lincoln, Neb.;

H. St. Louis, James Edgar Co., Brockton, Mass.; Andrew J. Mannal, Fisher, Bruce & Co. Philadelphia; Harry Negbauer, E. and J. Bass, New York City; Thomas Stackpole and assistant James Nolan, The May Co., Cleveland; J. H. Harris, Kaufman Dept. Store, Pittsburgh; Charles Lang, Glass, Kinney & Levan, Cleveland; Guy C. Robinson, Pottery, Kinney & Levan, Cleveland; Mr. Lease, P. Weiss Co., York, Pa.; Mr. Tracy, Geo. Borgfeldt Co., New York City; Mr. Bronsther, Anchor Mfg. Co., New York City; Messrs. Dorsey, Sargent and Wahl, T. Eaton Co., Winnipeg & Toronto, Canada; Frank Leonard, H. Leonard & Co., Grand Rapids, Mich.; T. A. Neely, Strouss-Hirshberg Co., Youngstown, O.; G. F. Hankins, Foster Pottery Co., Lexington, N. C.; Henry Birn, New York City; Robert Gardner, New Orleans; Henry Leh, H. Leh & Co., Allentown, Pa.; E. H. Kenerdall, Kenerdall & Sons, Tarentum, Pa.; John Lyons, Wm. Taylor Son Co., Cleveland; Mr. Petrican, H. Leonard & Son, Grand Rapids, Mich.; T. Tretheway, McWilliams Co., Wilkesbarre; G. Smidt, W. A. Wieboldt & Co., Chicago.



Please  
Read This in the Interest  
of the Buying Public

WE have noticed "Dresden China" not of our make being offered to the unsuspecting consumer, who in most cases believes he obtains the Original. This is not done by the dealer with the intention of misleading the public, but because he thinks the consumer will not or cannot pay the price difference between the Original and its imitation and is therefore excusable.

For instance, show the average woman a figure or a group, no matter who else made it, and she will call it a "Dresden Figure," meaning our make. When you sell the same party a plate, cup and saucer, etc., etc., not necessarily with Saxon flowers but with the word "Dresden" stamped thereon, there may be trouble if she finds out she has not obtained the "Genuine" article. If you tell her beforehand it is not the genuine article she most likely will not buy it.

This unintentional misleading of the public through the medium of well-meaning dealers is no longer necessary, because our prices on all of our articles have now been so adjusted that they are no higher than anything which honestly may be termed an imitation, from no matter what country of origin.

Bear in mind that an imitation is always an imitation and will lose in value, whereas *Royal Dresden* articles with the *Cross Swords Trade-mark*, with age, will enhance in value like a painting of a well-known artist against an unknown creation.



Royal Dresden Porcelaine Corp.  
9 East 47th Street, New York

Sole agents for the United States and Canada

## PITTSBURGH EXHIBITS

*Continued from page 19*

THE most elaborate exhibit ever designed by the Bonita Art Glass Co., Wheeling, W. Va., is that at the Ft. Pitt this year. Their one inch wide broad gold band incrustation is to be had in a full line while a similar treatment is shown in a half inch border effect. Their rock gold crackeled effect is a new proposition and is a new creation. New creations are shown in stemware and special art pieces, while their rock gold and blue effect decoration is to be had in a complete line of vases, compots, candlesticks, and candy boxes. An added feature of the display is a long line of blown vases for special sales.

The "show" of the Pittsburgh Glass and Pottery Exposition this season is the display of the lines of the Westmoreland Specialty Co. A word description of the layout, which is in the assembly room on the first floor could not do the exhibit the justice due it. Previous efforts of the company in arranging its annual exhibit have been excelled this year. Many new creations in decorations on glass and shown in addition to a number of new lines of glass. Their "Nancy Red" is a plain effect and is entirely new while their "Bizantine" line of decorated ware is representative of a Cech-Slavonic decoration. The new "314" line is a colored and lace decoration, while their peach blow line with inlaid pearl effect is by far the most elaborate decoration on glass shown here this season. A real novelty of the exhibit is a special line of desk sets and a line of Jap cylinder fish globes and stands. A very large line of decorated plates both in solid colors and hand decorations is a real novelty. Miss Minnie Walters, of the New York office of this firm is assisting C. H. West and R. B. Reineck in entertaining the trade.

The Kinney & Levan Co., Cleveland, O., is making a new feature this season of imported art pottery, it being the first time such a line of specialties has been shown here. Quite a number of dinnerware patterns are being included in this display which is in charge of W. W. Lang and Frank H. Lang.

A new feature of the "Glasbak" cooking glass line of the McKee Glass Co. this year is the bottom. A new patent mold is being used which gives a radiation of heat over the entire bottom of the piece. A new item in this line is a tube cake "pan" the shape being something similar to the old fashioned tin tube cake pan. The exhibit also includes a new line of cut glass with a lace and floral art design.

The "Genova" line is a new feature this season with the Economy Tumbler Co. It is a combination of topaz and azure with topaz feet and handles. There are about thirty pieces in the line and the various items can be had in plain topaz and plain azure effects. Their "Rainbow" is a sharp iridescent creation, about thirty-five pieces being featured in this display. In addition to these lines the Economy this season is showing three new etched patterns and six new light cut designs. A specialty this season in this exhibit is a new creation in altar candlesticks.

B. F. Pritchard has an exhibit at the Hotel Henry and displayed the lines of the Eagle Mfg. Co., Wellsburg, W. Va., H. Northwood, Wheeling, W. Va., and the new line of the George R. West & Sons, Jeannette, Pa. The Northwood factory this season is showing a line of colored iridescent table and novelty glassware.

Ice tea sets in two shapes and twelve different cuttings are featured this year by Charles L. Wise, of New York, who is at the Henry. Because of the volume of business he has booked on this line he has been called the "Ice Tea Set King." The display is the largest of the kind arranged here. The full line of Emil F. Kupfer cut glass and the line of the West Philadelphia Cut Glass Co. are shown by Mr. Wise.

The annual display of the Phoenix Glass Co. portables in Room 785, at the Fort Pitt, presents undoubtedly many new, attractive and beautiful features. The well established and most popular scenic decorations, unrivaled in effect, are suggestive of the charm of vacation periods in the country, presenting as they do, life amid the islands of numerous lakes which suggests fishing, boating and swimming. Life on the farm, life of the hunter of game with great hunting lodges amid mountains. These scenes are delightfully portrayed in the glow of the golden sunset, the peaceful quiet of the twilight or the brilliancy and glory of the sun rise. The decorations bear the closest inspection, the detail is perfect, the colors charming and the effect all that could be desired. "A thing of beauty is a joy forever," and this applies to the Phoenix portables.

"Azurite" is the name of a new line of glass brought out this year by the Cambridge Glass Co. and shown at the Fort Pitt Hotel by E. C. Mechling. The line is a light blue colored effect and is to be had in either plain, coin gold encrusted, colored etched borders in black and green. A line of black and green glass is shown in an etched dragon and other classic designs. A double lustre is shown in Royal and Royal purple effects. In addition to these new lines the exhibit also contains the usual line of cut and etched blown and stem ware.

J. Carl Underwood has been showing eighteen different decorations on his patented baby plate at the William Penn Hotel. The scenes are assorted and are pleasing to kiddies. The plate is made for Mr. Underwood at the T. A. McNicol Pottery Co., East Liverpool, and is having a heavy sale. Mr. Underwood is also showing this season the full line of the Art Novelty Co. of Elizabeth, N. J., consisting of hanging vases and jars for flowers. A line of incense burners, book ends and candlesticks are shown in this line.

The Paul A. Straub Co. is showing at the William Penn a new line of imported glass from Czecho-Slovakia in Mandarin, Jade and blue colors. The line of Turkey red and black in vases and other novelty pieces is an attractive proposition. A feature of this exhibit is an extended line of service plates the treatments being different from any similar line shown at the exposition. A line of Dresden decorated china is included in this exhibit.

The Corning Glass Works of Corning, N. Y., is showing their full line of Pyrex transparent oven ware in three rooms at the Fort Pitt Hotel. The line this year contains fifty new items and all the engraved patterns, one new design being featured this year. A number of new items have been added to the Iridescent and White Pyrex lines. The display as a whole is the largest the Corning plant ever arranged during a Pittsburgh Exposition. Business with this exhibit is exceptionally good, eight salesmen being kept active.

The Central Glass Works of Wheeling, W. Va., is showing a new line of "Pomeroy Green" and other colors in cased glass, all to be had in center pieces, vases, candlesticks, Swedish comforts, jugs and many other items. The three foot center piece is proving one of the big attractions of the Exposition. In candlesticks the new line of this firm is by far the most novel ever shown in the market.

Herbert & Neuwirth have a very attractive display of domestic dinnerware, cut glass and floor lamps at the Henry, the latter being the most extensive shown in Pittsburgh this season. The salesmen with this exhibit have been very active throughout the season here.

## Art in Printing

Very well conceived, paged and executed throughout, is the twenty page brochure issued this year by the Robert Rawsthorne Engraving Co., Pittsburgh, Pa. The text, enclosed in a stippled soft cover pressed in color and gold (emblematical of the Arms Conference at Washington) includes the President's address and the address of Charles E. Hughes, Secretary of State. This mailing piece is very attractively finished and bound with white silken cord. The text is harmoniously arranged and an engraved photo-insert of the diplomatic officials in conference, makes this little book one of the most interesting and worthy harbingers of the new year that has reached the editorial desk.





"Aladdin" Shape—Pattern No. 1438-T

A certain air of distinction about this striking design, executed in rich shades of blue, gray, black and yellow, immediately arrests attention. So different from the ordinary that it meets the approval of the most discriminating. Our beautiful new "Aladdin" shape, on which it is shown, contributes an added note of exclusiveness.

## THE C. C. THOMPSON POTTERY CO.

*Manufacturing Potters*

White and Decorated Ware—Semi-Porcelain Dinnerware

EAST LIVERPOOL, OHIO

Rooms 545-46 at Chicago Show

## SPECIAL NOTICES

**W**ELL known cut manufacturer (making excellent line of popular priced deep cuttings) wants salesman covering southern territory to represent factory as side line. Attractive proposition. Box 149, care of CROCKERY & GLASS JOURNAL.

**O**NE OF THE OLDEST and best established crockery houses in America has a splendid opening for an alert salesman. If you "know crockery" it will pay you to investigate this opportunity. Communications confidential. Reply Box 109, care CROCKERY & GLASS JOURNAL.

**T**RAVELING SALESMAN of many years experience and wide acquaintanceship in the trade is now open for engagement for a first class pottery or china line for 1922. Box 123, care CROCKERY & GLASS JOURNAL.

## STORE WANTED

**I** WANT TO BUY OR RENT china and kitchen furnishings store in good sized city in New England. State full particulars in first letter. Box 150, care CROCKERY & GLASS JOURNAL.

**S**ALESMAN WANTED on salary basis. Experienced man who thoroughly understands blown glassware to sell in the Metropolitan territory. Well known line manufactured by old established large factory. Box 145, care CROCKERY & GLASS JOURNAL.

**T**O RENT—One-half space in show room 21' x 21', 23rd Street, near Fifth Avenue. Excellent for china or allied lines. Rent, \$50.00 per month. Box 151, care CROCKERY & GLASS JOURNAL.

**F**OR SALE—New equipment including three No. 10 Perfection Kilns, one hand press, five wheels and other accessories. Will take any fair price for these goods. Box 148, care CROCKERY & GLASS JOURNAL.

**W**ELL KNOWN CUT GLASS MANUFACTURER (making excellent line of popular priced deep cuttings) wants salesman covering southern territory to represent factory as side line. Attractive proposition. Box 149, care CROCKERY & GLASS JOURNAL.

## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.  
New York Office: 290 Broadway.

## Basement Manager and Buyer Wanted

A good position is open to a man who can make good as buyer of China, Toys, Housefurnishings, Trunks, etc. Business about \$100,000 annually. Popular trade. Within 200 miles of New York. City of 60,000. All communications confidential. State in first letter experience, age, nationality, and salary desired. Full particulars.

Address Box 136, c/o CROCKERY AND GLASS JOURNAL  
92 West Broadway, New York

## \$5,200 For Chinese Vase

An early K'ang Hsi Lang-Yao vase of globular shape and tall, thin neck, with a thick sang-de-boeuf glaze, fetched the highest price this week at the A. W. Bahr sale of Chinese antiquities at the American Art Galleries. It was purchased by Rowland Moore for \$5,200. The bids reached \$23,138 and the total for the first two sessions was \$41,045.

A pair of jade floral groups of jasmine plants in cloisonne enameled bowls were bought by Otto Barnet, agent, for \$1,650. W. W. Seaman, agent, paid \$740 for another pair of jade floral groups of chrysanthemums. A pair of Ming "Dogs of Fo" or guardians of Buddhist temples, of heavy Fukien porcelain, were bought by A. Rutledge for \$460.

## Liquor Glass Exhibit to be Biggest in History

The "biggest display of whisky, wine and beer glasses ever shown under one roof" will be one of the features of the Pottery, Glass, Lamp and Housefurnishings Association's annual convention, to be held in Chicago, February 6th to 18th. A statement announces that more liquor glasses have been sold since prohibition than in the days of the wide-open saloon.

## The Genesee Pottery Co., Inc.

Chittenango, N. Y.

### TEAPOTS IN NEW SHAPES AND GLAZES KITCHEN and COOKING WARE

Room 679, Ft. Pitt Hotel, Pittsburgh, Pa.

## "ZANE WARE"

A MARK OF  
DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERES, ETC.

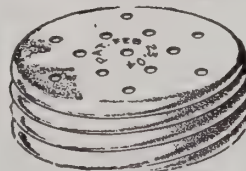
in beautiful colored glazes and  
FAMOUS MOSS AZTEC FINISH

## THE ZANE POTTERY CO.

South Zanesville, Ohio

MEET US IN PITTSBURG IN JANUARY

Sole Owner of the Patent



Celluloid Cap & Metal Ring Co., Inc.

NEPERA PARK, N. Y.

Celluloid "Salt and Pepper" Caps

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

MEMBERS of the Chicago Glass, Pottery, Lamp and House Furnishings Association gathered on Thursday of last week at the Morrison Hotel for their regular meet—the next to last meeting before the opening of the big Chicago exhibit on Feb. 6.

In spite of the fact that a number of the buyers and manufacturers representatives were in Pittsburgh last week, there were about thirty members present to carry on the completion of details for the Chicago Exhibit.

Pres. Bowman presided over the meeting and expressed his pleasure at the cooperation of the members during the months when the Chicago Show was merely an idea yet to be worked out.

Report from Sec'y Power showed that up to January 11, the total number of rooms reserved at the Morrison Hotel for the exhibit was 249, these rooms include 224 manufacturers, twelve of whom are yet to be assigned to rooms.

A banquet will be held during the Chicago Show at the Cameo Room of the Morrison Hotel on the night of Feb. 11th, it was decided by the entertainment committee. Ladies and gentlemen will be invited to attend.

The publicity committee reports their plans and campaign for the Chicago show nearing completion, as far as the direct mail work is concerned. A printed invitation, personally addressed went out this week to buyers in all parts of the country. A mail telegram will be the last thing to go to the buyers and this will reach them just before the opening of the show. It is planned to continue the trade journal campaign up to the last week of the exhibit.

John Bing, importers, are planning to move their Chicago office from the Heyworth Building to 221 W. Randolph St. However, they have not fully decided on this new display room, and Ed. Lewis, their Chicago representative, can still be reached in the Heyworth building.

O. E. Phillips, China and lamp buyer for Stix, Bear & Fuller Co. of St. Louis, was in Chicago last week on a buying trip.

Charles Rauss, lamp buyer for Chas. Mayer & Co., Indianapolis, Ind. came to Chicago on business last week.

John Trenck, head of John Trenck & Son, Indianapolis, was seeking new merchandise in Chicago several days last week.

T. A. McNicol Pottery Co. of East Liverpool, O. has appointed W. T. Darden & Co., Palmer House, sales representatives in this territory. T. A. McNicol was in Chi-

cago a week ago arranging the details with Mr. Darden. The McNicol line includes a general line of dinnerware and specialties. Mr. Darden has gone to the Pittsburgh exhibit where he is displaying for the T. A. McNicol Pottery Co. and the Jackson China Co.

N. O. Cederborg, head of the N. O. Cederborg Co., art potters of Glen Ellyn, Ill., was in Chicago last week to attend the meeting of the Chicago Glass, Pottery, Lamp and Housefurnishings Ass'n.

Northwestern Mirror and Specialty Co. of Chicago increased its capital stock last week from \$10,000 to \$25,000, by application to the state board of incorporation.

The Gross Manufacturing Co., 1656 Wabash Ave., is a newly incorporated Chicago concern manufacturing a high-grade line of smoker stands and novelties. Those interested in the concern are Ben E. Jaffe, Harry Blitzsten and Maurice Markowitz.

Homer B. Lee, for many years connected with Albert Pick & Co., died last week at his home, 928 Crescent Place, Chicago, after a year's illness with heart disease.

A new concern has been organized in Chicago and incorporated under the state laws of Illinois for \$15,000. Flues, McKenzie & Wolfe Co., 1331 S. Michigan Ave., will do a general wholesale business in rugs, draperies, housefurnishings, lamps, etc. Those who are interested in the company are Peter Wolfe, Kenneth J. McKenzie and Fred. W. Flues.

The Rindsberger Manufacturing Corporation, well-known makers of high-grade lamps and shades in a variety of materials and designs, and maintaining a four-story factory at 18 East 24th St., Chicago, were incorporated last week under the state laws of Illinois for \$200,000. The firm will manufacture lamps, shades, novelties, chandeliers and electroliers. The incorporators are Arthur Rindsberger, Henry Rindsberger and Herbert A. Williams.

Don't fail to attend the Chicago exhibit of Glass, Pottery, Lamps and Housefurnishings. More than 250 rooms are now contracted for at the Morrison Hotel to exhibit many lines of merchandise of interest to buyers in all parts of the country. Remember the date, Feb. 6 to 18th.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

**DARDEN & COX**  
LAMPS AND SHADES  
47-49 Palmer House  
CHICAGO

**FRENCH CHINA CO.**  
Office and Display Room  
136 West Lake Street

**The J. H. STOUFFER CO.**  
Importers and Exclusive Decorators  
FINE CHINA  
Studio and Display Rooms at  
2619 Prairie Ave.  
CHICAGO

**WALTER B. ANDREWS**  
30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405  
*Representing:*  
MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

**CROOKSVILLE CHINA  
COMPANY**  
Makers of Dinnerware  
Room 591, Palmer House  
*Represented by J. E. Boring*  
Telephone Central 5271

**W. C. OWEN**  
Gift Merchandise  
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Novelties Glassware  
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*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.  
*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**IRVIN-SMITH CO., INC.**  
*Manufacturers  
Importers  
Exporters*  
GERMAN DOLLS, TOYS AND  
NOVELTIES

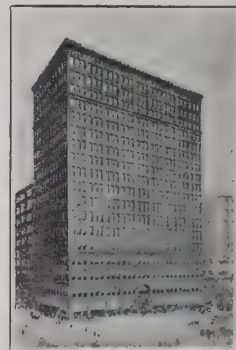
*for immediate delivery*  
Japanese Incense Burners and  
Incense  
Manufacturers of  
The Famous Cootie Game  
*Visit our sample rooms*  
17 N. WABASH AVE.

**TAIYO TRADING CO., Inc.**  
Successor to Takito, Ogawa & Co. and  
The Tajimi Company  
327 West Madison Street  
Importers of Japanese Chinaware, Lamps  
Art Goods and Novelties  
New York Display Room: 101 Fifth Ave.



**J. B. FINN**  
222 N. State St.  
Zanesville Stoneware Co.  
National Pottery Co.  
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**HEYWORTH BUILDING**  
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THE  
PLACE  
TO  
BUY  
GLASSWARE

Earl W. Newton and Associates  
Topliner Glass and China Manufacturers  
Fry Oven Glass  
Imperial Glass Company  
Economy Tumbler Company  
The Marion Glass Manufacturing Co.  
Wheeling Decorating Company  
The Earl W. Newton Company  
Hopewell China Corp.

Walter S. Redfield, Room 309

*Representing:*  
A. H. Heisey & Co., "Diamond H"  
Glassware, Pressed and Blown Table  
Ware, plain and decorated,  
S. A. Weller, Jardinieres, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

John S. Ward, Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shades

**FOSTORIA GLASS CO.**  
Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware, Harry G. Dalzell  
Pressed and Blown Phone  
Etchings, Cuttings Central 3497.  
and Iridescent.





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# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

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## AS THE EDITOR SEES IT

### PROVING A POINT

**S**AID a critic to the pilot of this page. "I like facts—*cold facts*. Facts, in the sales talk, facts in the books we read, facts in an editorial . . . can't you give us more facts?"

Said I very simply . . . "Yes I will. I'll tell you a fact or two in my next editorial. I'll think up some facts."

I used the word *think* this time because that's just how facts originate—they are the outcome of applied thought. Facts are made up of common-sense, observation, reason, analysis and practice. Facts are theory before they are put into practice, but much of modern scientific and business practice is applied theory—theory that is so good and so useful that it would be a sin and a shame to let it go to waste.

"Human interest" is a fact. "Color harmony" is a fact. We, most of us, think that that which we know to be true must be a fact. Here we have an understanding of fact based upon a theoretical hypothesis. An hypothesis is something based upon something which is not. An honest-to-goodness hypothesis is about as substantial as the hole in a doughnut. We say things are "true to life" because we *think* we are living. But who can *prove* that we are living? Wasn't it Socrates who said: "What if death be life and life be death?" Maybe he knows now which is which—and then again perhaps not. But whether or not he knows (which is in turn questionable) the *fact* remains that we do *not* know. This is a fact and a confounded unpleasant one to boot!

In the selling of commodities used in the home and allied thereto, it is said to be a fact that women are the

real purchasing agents of the United States. It is quite agreed that women buy ninety per cent. of the necessities and luxuries used in the American home. Not only do women constitute the nation's buying power of those products that are used in the household, but to a frightful extent they influence, directly or indirectly, the miscellaneous purchases made by men.

Poor downtrodden man! It pains me to accept this as a fact, but I can't prove it otherwise! We read:

"Every compelling element of the psychology of sales depends upon the forceful presentation of the product in the proper atmosphere, with the proper sales copy and upon the correct appeal to the dominating purchasers—women."

So much for fact. These things are universally accepted as truth, therefore they appear to be fact.

A salesman we have met "sells the goods" because he is said to be a master of applied fact. While talking his point he holds before the "victim" a card upon which is printed in bold type.

### Cold Facts!

During the "sales talk" he mesmerizes his subject by pinning his arguments to the card in hand. "Facts," he will claim dramatically . . . "cold facts!" and the card drives it home he says in fine style. But be it known that the trick card has absolutely no weight in an argument with the "missus" at home, when the coffee is bad or the dinner is late in arriving.

And this proves the point that practical theory is far better than theoretical practice. That all facts are good but that some facts, like home brews, are better than others.

# Western Association Banquet a Notable Success

Excellent Menu, Good Music and Lively Entertainment Leaves Nothing to be Desired at Annual Dinner and Revue Held at Kaufman's Store.

ALTOGETHER—for a vote of thanks for the Banquet Committee! who so wisely selected Kaufman's Department Store, for the annual dinner and revue of the Western Glass and Pottery Association held at Pittsburgh on Tuesday evening, January 17th, and who otherwise provided such a thoroughly all around, enjoyable evening. No similar affair held in the trade for many a moon has scored a greater success. It was "right there" from beginning to end with enough "pep" to supply a dozen banquets.

John H. Harris, the Association's former president and well known manager of Kaufman's china and glassware departments, being chairman of the banquet committee, was no doubt largely responsible for the organization being able to secure the use of the store's dining room and auditorium for the occasion. Whoever had a finger in the pie however, it reflected mighty good judgment, for the place lends itself ideally to an affair of this kind.

Other members of the committee besides Mr. Harris, were W. W. Lang, secretary, J. Howard Fry, Jas. M. Lewis, Albert Binswanger and Albert G. West.

When doing the cheering we do not want to forget a cheer or two and then some more for J. Howard Fry, who brought the Fry band from the H. C. Fry Glass Co., over from Rochester, Pa., to entertain the banqueters. This is a musical organization of which the Fry Company should feel immensely proud. They clearly show the advantage of excellent training under their conductor Jas. H. Morrow and few professional bands can boast of more or better soloists. It is certainly interesting to watch them progress from year to year. They never played better than they did on this occasion and surely provided entertainment of a very satisfying character, evidence of which was given in the generous applause they received after each number.

After the diners had topped off the delicious menu with

a good cigar, it is not to be wondered at, that everybody was in royal good humor as they filed from the dining room, to the auditorium on the same floor, to enjoy the excellent program which had been provided for them by the committee.

The most enjoyable feature of this was the Fry Band whose diversified list of selections consisted of: Overture, "Raymond," Thomas; A Musical Episode, "Hunt in Black Forest," Voelker; Paraphrase, "Killarney," Halle; Tone Pictures of North and South "Grand American Fantasia," Bendix.

After they had finished playing, Watson W. Lang, secretary and treasurer of the Association, occupied the stage to announce the election of officers, which was published in our issue of January 19th. Mr. Lang then presented a handsome leather bag to Robert G. West, with the Pittsburgh Lamp, Brass and Glass Co., as a prize offered by former president John H. Harris for the one securing the most new members for the year. Mr. West then made a very graceful little speech of acceptance. James M. Lewis of the Consolidated Lamp & Glass Co., Coraopolis, Pa., then thanked the members for the honor conferred upon him by his election as their president and spoke of his ambitions for the organization for the coming year. He also offered a leather travelling bag to the member securing the most new members for 1922.

The next numbers on the program were a delightful solo and a duet by the well known Kronen Brothers of Fry Band fame. These were greatly enjoyed, as was also the violin selection by Wells Ryal another member of the Fry band. Other features, which proved highly entertaining were "Rebecca from Mecca," Oriental dance, Cartoon Monologue, Contralto Solo, and a Shadow Dance which brought the performance to a close.

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## Business Opportunities

With a capital stock of \$20,000, the Kitzman Hardware Co. has been formed at Willow City, N. D., to take over the business of F. W. Kitzman. A general line of housefurnishings will be handled.

American dinnerware and glassware will be handled by the C. H. Allen Hardware Co., which has started business in Detroit, Mich.

A general line of housefurnishings will be featured by the A. G. Wright Hardware Co., at Arkansas City, Ark., which has purchased the stock of a going concern there.

F. A. Barrett, in business at Tallula, Ill., seeks information and prices on American dinnerware and glassware and silverware.

Catalogues and prices on dinnerware, glassware and housefurnishings are desired by the Western Mercantile Co., Flagstaff, Ariz., which operates a wholesale and retail business.

The Aben Hardware Co., 74 Bank street, New London, Conn., plans to add dinnerware and glassware to its stocks. A line of housefurnishings is also to be installed.





# CHICAGO EXHIBIT

OF

## GLASS-POTTERY-LAMPS & HOUSE FURNISHINGS

February 6<sup>th</sup> to 18<sup>th</sup> 1922  
at the Hotel Morrison, Chicago

### BUYERS!

Printed below are the names of exhibitors who have contracted to date to show their lines at the Chicago Exhibit, to be held Feb. 6th to 18th at the Morrison Hotel, Chicago. This is the greatest combined display of these lines ever made in this country. Come to Chicago in February and place your orders under the most favorable buying conditions which have ever been offered to you. Don't forget the date—

*February 6th to 18th*

### EXHIBITORS

Abbey Studios  
Acme Corp.  
Adler Mfg. Co.  
Advance Wood Turning Co.  
Aladdin Mfg. Co.  
Albright China Co.  
Aladdin Industries  
Aluminum Cooking Utensil Co.  
Aluminum Goods Mfg. Co.  
Aluminum Products Co.  
American Aluminum Ware Co.  
American Clay Products Co.  
Armiger Chemical Co.  
Art Lamp Mfg. Co.  
Atlantic Stamping Co.  
Beaver Valley Glass Co.  
Beh & Co.  
Bellaire Enamel Co.  
Benjamin Electric Mfg. Co.  
Benjamin & Leipzig  
Berghoff Importing Co.  
L. Bernardaud & Co.  
Sam E. Bernstein Co.  
L. Block & Co.  
Geo. Borgfeldt & Co.  
Boston Sculpture Co.  
Geo. H. Bowman Co.  
Brinsmaid & Co.  
Bronze Statue & Mfg. Co.  
Brown-Reddrop Co.  
Bryce Bros.  
Brush-McCoy Pottery Co.  
Buffalo Mfg. Co.  
Butler Bros.  
Cambridge Glass Co.  
Canonsburg Pottery Co.  
Carrollton Pottery Co.  
Catacart-Sharp Mfg. Co.  
C. & C. Cut Glass Co.  
N. O. Cederborg Co.  
Central Cut Glass Co.  
Central Glass Works  
Central Specialty Mfg. Co.  
Century Cut Glass Co.  
Chicago Flexible Shaft Co.  
Chicago Lamp & Fixture Co.  
Chicago Lighting Fixture Co.  
Cincinnati Artistic Wrought Iron Co.  
Cincinnati Galvanizing Co.  
Classique Studios  
Cleveland Metal Products Co.  
Colonial Lamp & Fixture Co.  
Co-Operative Flint Glass Co.  
Crest Company  
Crooksville China Co.  
Crown Cut Glass Co.  
Cudahy Packing Co.  
Charles V. Dator Company  
Darden & Cox  
Darrah & Conway Cut Glass Co.  
Jesse A. Dean & Co.  
Dearborn Duster Co.  
The Dearborn Co.  
H. A. Diehl

Drescher & Wertheimer  
Duncan & Miller Glass Co.  
Warren H. Dunne  
East Liverpool Potteries Co.  
Ebenezer Cut Glass Co.  
Economy Tumbler Co.  
Elgin Stove & Oven Co.  
Empire Transformer Co.  
Enterprise Aluminum Co.  
S. W. Farber  
Farber Bros.  
Federal Glass Company  
Fenton Art Glass Co.  
J. B. Finn  
Fischer Cut Glass Co.  
James E. Flanagan Pottery Co.  
Fostoria Glass Co.  
S. Franklin & Co.  
Frontier Cut Glass Co.  
Joseph Friedman  
H. C. Fry Glass Co.  
James P. Gordon  
Gordon Glass Co.  
Graham & Zenger  
Greenwald Novelty Co.  
Guernseyware Co.  
Hallgren Mfg. Co.  
Hazel-Atlas Glass Co.  
A. H. Heisey & Co.  
Helm & Soukup  
S. Herbert Cut Glass Co.  
Michel Hesse & Co.  
Hinkle-Leadstone Co.  
Hirsch-Malgood Co.  
Hocking Glass Co.  
Wm. A. Hodges & Co.  
H. E. Hooker Co.  
Hopewell China Corp.  
Housefurnishing Journal  
Huntington Tumbler Co.  
Hall China Co.  
Hamilton Ross Shade Factory  
Hartman-Malcom Co.  
Haviland & Abbott Co.  
Ideal Cut Glass Co.  
Illinois Pure Aluminum Co.  
Imperial Glass Company  
Indiana Aluminum Ware Co.  
Iona Cut Glass Co.  
Jeannette Glass Co.  
D. C. Jenkins Glass Co.  
Johnson-Carlson Cut Glass Co.  
Johnson-Meyer Co.  
Ira A. Jones Co.  
Jones, McDuffee & Stratton Corp.  
M. Kamenstein  
Kaplan, Inc.  
Frank M. Katz Co.  
Kernes Mfg. Co.  
Kerr Wire Products Co.  
Kewaskum Aluminum Co.  
E. J. Knapp Candle & Wax Co., Inc.  
Edwin M. Knowles China Co.  
The Knowles, Taylor & Knowles Co.

Charles F. Koempel  
Koscherak Bros.  
Kranz & Sell  
A. Kreamer, Inc.  
Lafayette Stamping & Enamel Co.  
Lancaster Glass Co.  
Landers, Frary & Clark  
Homer Laughlin China Co.  
Lazarus & Rosenfeld  
Francis Leffer  
Lehman Bros.  
Levinson Bros.  
Lippincott Cut Glass Co.  
Cyril A. Lowe & Co.  
Max Loewenstein  
Luzerne Cut Glass Co.  
Manning, Bowman & Co.  
Marcus S. Kopf  
Marion Glass Mfg. Co.  
Martin's Mercantile Co.  
Maryland Glass Co.  
Massillon Aluminum Co.  
McNicol-Corns Co.  
D. E. McNicol Pottery Co.  
McAnulty Co.  
Mitchell Woodbury & Co.  
McAnulty Co.  
Metal Ware Corporation  
W. G. Minnemeyer  
Alfred G. Moment  
Mulvaney Art Studios  
Mutual China Corp.  
National China Co.  
National Lamp Mfg. Co.  
National Pottery Co.  
New Martinsville Glass Mfg. Co.  
Earl W. Newton & Associates  
Nichthaus & Levy  
Wm. R. Noe & Sons  
Northwestern Expanded Metal Co.  
H. Northwood Co.  
Novelty Mfg. Co.  
Ohio Pottery Co.  
W. C. Owen  
Paden City Pottery Co.  
Parcholite Co.  
Perkins & Jones  
Peru Basket Co.  
Phoenix Glass Co.  
W. S. Pitcairn Corp.  
Pompeian Bronze Co.  
Pope-Gosser China Co.  
Charles A. Postley & Son  
Potomac Glass Co.  
Potters' Co-Operative Co.  
Pyrex Sales Division (Corning Glass Works)  
Quaker City Cut Glass Co.  
Harper J. Ransburg Co.  
H. E. Rainaud Co.  
W. C. Redmon Sons Co.  
Red Wing Stoneware Co.  
Republic Stamping & Enameling Co.  
Ritter Can & Specialty Co.

John Ritzenthaler Co.  
Riviere Brass & Bronze Co.  
Roseville Pottery Co.  
Rowland & Marsellus  
Royal Art Glass Co.  
Royal Metal Mfg. Co.  
Samoline Corp.  
D. Saunders Mfg. Co.  
Saxon China Co.  
Schaffer Tinware Mfg. Co.  
Leo Schlesinger & Co.  
Schlueter Mfg. Co.  
H. W. Schmidt Picture Frame Co.  
Searls Mfg. Co.  
E. H. Sebring China Co.  
Sebring Pottery Co.  
Seneca Glass Co.  
Sheboygan Aluminum Co.  
Sherwood Bros.  
Shirley Studios  
Lewis H. Simpson & Co.  
Stadler Photographing Co.  
Sterling Glass Co.  
Steuben Glass Works  
Steubenville Pottery Co.  
J. H. Stouffer Co.  
Paul A. Straub Co.  
Susquehanna Cut Glass Co.  
Taylor, Smith & Taylor  
C. C. Thompson Pottery Co.  
F. B. Tinker  
John W. Trenck & Son  
Tribble Cordage Mills  
Turchin Novelty Mfg. Co.  
Uhl Pottery Co.  
United States Glass Co.  
Venetian Art Lamp Co.  
J. H. Venon, Inc.  
Vodrey Pottery Co.  
Wabash Basket Co.  
Wabash Shade Co.  
Wagner Mfg. Co.  
Wapak Hollow Ware Co.  
Edmonson Warrin  
Weil-Ransom Co.  
S. A. Weller  
Wellsville China Co.  
West Bend Aluminum Co.  
West End Pottery Co.  
Western Tube & Wire Co.  
Weston Glass Co.  
Westmoreland Specialty Co.  
George R. West & Sons  
Wheeling Decorating Co.  
H. B. Whitney  
Witt Cornice Co.  
Ernest Wolf, Inc.  
H. R. Wyllie China Co.  
R. H. Yarwood  
Zanesville Stoneware Co.  
Zane Pottery Co.

1-9-12

For further information address the Glass, Pottery, Lamps and House-Furnishings Association (Not for Profit), 403 Ellsworth Bldg., Chicago.

# Lorenz Hutschenreuther Bavarian Dinnerware



## OPEN STOCK IN NEW YORK

THE above illustrates five of our most popular dinnerware patterns carried in open stock for prompt delivery.

While some may be termed "Frenchy" in decor yet if you are looking for high class dinnerware, both in quality and appearance with the additional advantage of popular prices "voila."

## B. TOMBY, Inc.

Sale agents for Lorenz Hutschenreuther, Selb, Bavaria  
9 East 47th Street (near Fifth Avenue)

NEW YORK

### Business Briefs

Although it only recently completed an addition to its store costing \$500,000, Dives, Pomeroy & Stewart, Reading, Pa., plans another extension at a cost of \$100,000. The enlarged store will in time, be the largest between Philadelphia and Pittsburgh.

The Fair Department Store, Chicago, of which "Sam" Natkin is the china and glass buyer, has secured adjoining sites and will extend its buildings. The rental of these sites, which are on long-term leases, total over \$20,000,000.

The Woolworth Syndicate will soon open its second store in Youngstown, O., the property leased formerly being in the hands of the G. C. Murphy Syndicate, McKeesport, Pa.

The new Spring catalogue of Montgomery Ward & Co., which has just been issued, contains 646 pages as against 776 last spring. The annual statement of this large mail order house will be announced soon.

W. G. McCann, former manager of the Woolworth store, Cohoes, N. Y., has formed the W. G. McCann Co., Inc., which will take over the several 10 to 25c. stores operated by Mr. McCann for some years.

### Libbey Salesroom Undergoes Transformation

For the past couple of months the Libbey Glass Mfg. Co.'s salesroom, in the Fifth Avenue Building, has been undergoing the process of transformation at the hands of a corps of workmen, who have turned it into one of the handsomest display rooms in the trade. In its new dress it certainly makes as beautiful a background for the exhibit of the concern's interesting line of glassware as possibly could be imagined. A rich color scheme of taupe and ivory is carried out with exceptionally good taste. The floor covering is in a light shade of taupe, while velour draperies in a deeper shade of the same color are utilized on the bottom part of mahogany fixtures which line the sides of the room. Velour portieres of the same color also divide the main salesroom from the office of New York manager Kenneth P. Lockitt and his assistants in the rear, as well as a room devoted to the exhibit of the company's richest lines in rock crystal, etc. The main room has ivory-colored ceilings and has mirror-backed mahogany fixtures lining the walls. Mahogany mirror-topped tables are used in the center of the room. Special mention should be made of the rock crystal room, referred to above. This has a special paneled ceiling of ivory, with a plain ivory-colored center ceiling fixture and mirrored mahogany fixtures and glass shelving line the wall. Mahogany table and chairs complete the furnishing of the room, the attractiveness of which is quite beyond description.



# HOUSEHOLD UTILITIES

HELPFUL HINTS  
FOR BUSY BUY-  
ERS OF UP TO THE  
MINUTE HOME  
NECESSITIES

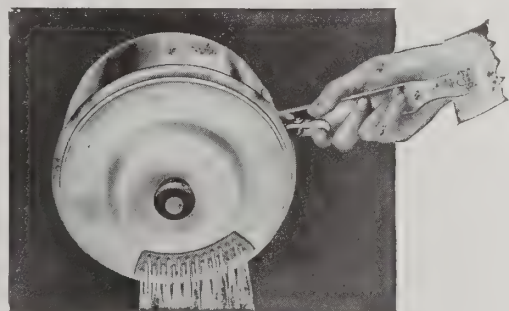
## Passed, But Not Forgotten

IN the passing of the old year, there is still a lingering thought of many benefits and perhaps experiences in the shadow of 1921, which is strengthening and buoying up the spirit for attacking full face the year 1922. With the coming exhibit of Household Utilities at Chicago, there has been created a brighter prospect in these lines and a stimulating effect on this trade generally. Household Utilities have been so nationally advertised during the past year, in trade papers, magazines, and daily papers, that buyers are fully acquainted with the attractive and selling features of every household product, still seeing is believing, hence the advantage of the Chicago Exhibit. While the results of extensive advertising may not have been fully realized in the year passed, it has left its red letter mark on business for the future. A campaign of such enormous publicity could not but bring a brighter and healthier New Year for this trade, and in the path of 1921 there is a significant shadow of past glories, which is strengthening and fortifying the entering of 1922. Let the good work go on, "lest we forget."

## Aluminum Ware "Made-Rite"

A worth while cover is always a welcome utility in the well equipped culinary department. The "Nu-Lid" pot manufactured by the Aluminum Ware Manufacturing Co., Inc., Elmira, N. Y., has two lids which revolve and may be locked together so as to prevent the cover from falling off.

One of the lids is perforated so that water may be easily poured off foods. This novel idea is a long felt necessity as the old

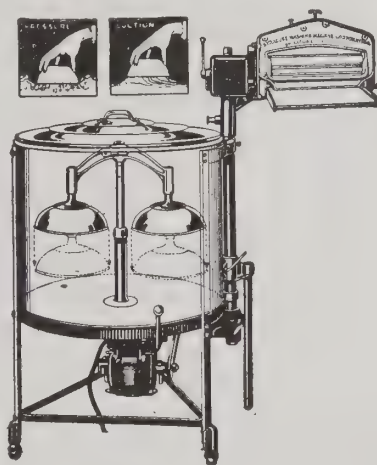


type of pot-lid was ever a constant source of annoyance. These lids clamp together by an adjustable screw and revolve so that either strainer or non-perforated lid may be operated. The "Nu-Lid" perforated cover has two strainers one for fine and one for coarse foods. A thumb latch at point of handle releases the covers at will. The Aluminum Cook-Rite products are said to be stamped out of 99 per cent. aluminum sheet which is very light, yet strong and durable. The bright outside polish finish and sun-ray inside is claimed will not tarnish. The raised bottoms are a preventive against burning of foods and the handles may be replaced by any ordinary screw driver. This sturdy, dependable ware is worthy of its slogan—"Cook-Rite, Made-Rite, Wear-Rite, Is-Rite."

## "Easy" Electric Washer a Perfect Model

Evolution of the cone-on-a-stick suction method is exemplified in the "Easy" Vacuum Washing Machine, manufactured by the Syracuse Washing Machine Corp., Syracuse, N. Y. In previous years, before the suction and air pressure was perfected, washing was accomplished by

the use of a cone-on-a-stick which was used by hand in an ordinary wash tub. Later on the device was improved, and two vacuum cups were used with a mechanical device worked by hand. The present "Easy" is a perfected machine evolved out of the old time hand appliance suction washer, and as the illustration shows



is operated by two suction cups inside the tank which move automatically up and down. On the down stroke the air contained in the cups forces the soapy water through the mesh of the clothes, while on the up stroke the cups suck the soapy water through the mesh. This method does not injure the daintiest clothing or fine linen. The machine is constructed of steel, aluminum, brass and solid copper tank, or nickel-zinc tank. The frame and supporting mechanism are black japanned. Gears are guarded. Legs are fitted with patented swivel casters. No corrugations or corners to retain impurities. Cups are adjustable, enabling tub to be easily cleaned. Wringer on the copper tank machine has a solid aluminum frame. Capacity for ten sheets or fourteen pounds of dry clothing. Practicability, fine construction and easy method has brought the "Easy" Vacuum Washer to the foreground of worthwhile Electric Household Utilities.

## Seeger Refrigerator One-piece Porcelain Interior

A very attractive and superior refrigerator which is meeting the demand of the consumer for one-piece interior, is manufactured by the Seeger Refrigerator Company, St. Paul, Minn. The seamless one-piece porcelain interior is devoid of cracks, corners and seams and with finely finished surface which will not chip, crack or blemish. It is made of high grade vitreous porcelain on Armco Iron, and finished in one entire piece—including food chambers, ice chamber and drip pan without a seam. The corners are round and the surface guaranteed non-chippable. The improved sheet cork-board insulation, is extolled by all refrigeration experts.

# NOW READY FOR INSPECTION

COMPLETE LINES OF DINNERWARE FROM

**HEINRICH & CO., Selb, Bavaria**

Open stock patterns and dinner sets in gold band and line and a number of other popular designs available for immediate delivery.

FANCY CHINA FROM

**HEINRICH WINTERLING**

Marktleuthen, Bavaria

**GEBRUEDER WINTERLING**

Röslau, Bavaria

**OSCAR SCHALLER & CO.**

Nachf, Schwarzenbach, Bavaria

**OSCAR SCHALLER & CO.**

Nachf, Kirchenlamitz, Bavaria

A greatly diversified line of inexpensive China Fancy Goods, including Salads, Sugar and Creams, Plates, Cups and Saucers, Mugs, Chocolate and Tea Sets, Cereal and Spice Jars. Open Edge Plates, oval and round Baskets. Also an extensive line of Underglaze Blue Copenhagen and Meissen Blue Onion designs at reasonable prices. Fancy goods will be arriving in small original packages during March.

**WILLIAM G. MUELLER**

**49-51 West 23rd St.**

(Entire 5th Floor)

**New York City**



THE most important discovery in 1921 to the American Potter was the new Hercules Clay found in Missouri. (The remarkable qualities of this clay were ascertained by our chemist in our laboratory.)

Exhaustive tests show that earthenware made from this clay is stronger than any other earthenware. These tests also prove that wares made from this clay have a greater resistance to crazing than any earthenwares made in this country or in any foreign country.

After giving just consideration to these tests it was imperative that we should adopt this newly discovered clay, and this we have done. We are firmly convinced that our wares are stronger, more durable, have a greater resistance to chipping and a greater resistance to crazing than any other earthenwares made in the United States or elsewhere.

Prices are moderate and decorations attractive.

**THE SEBRING POTTERY CO.**

CHARLES L. SEBRING, President



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

**A**NOTHER list of prominent buyers contemplating early departures for European buying trips are L. J. Gaspar, manager of the china and glassware departments for the Wanamaker New York and Philadelphia stores, who leaves on his initial trip abroad for the concern aboard the *Baltic*, February 15th. The *Olympic*, scheduled to sail on February 18th, will have as a passenger Lee Moses, buyer for Frederick Loeser & Co., Brooklyn, who also makes his first European trip for the firm; also Albert Jassman, buyer for Meier & Frank, Portland, Oregon. James McIntosh, glassware buyer for Ovington's, will be another passenger, as will also Julius Rosenfeld of Lazarus & Rosenfeld, who will make a trip in the interest of his firm's factory connections on the other side.

Fred Holden, formerly assistant to Leon Neubrick, with Crowley, Milner & Co., Detroit, Mich., recently assumed his duties as assistant to L. J. Gaspar at the Wanamaker New York store.

William Lawrence, buyer for the Killian Co., Cedar Rapids, Ia., arrived in New York on Sunday, registering, at the Pennsylvania for a ten days' stay, to place orders for china and glassware. He expects to return home to launch a special sale and will be back in New York again in February to buy toys.

W. C. Newland, for ten years connected with George Borgfeldt & Co., and seven years manager of the firm's pottery and glass departments, has recently become associated with the Continental Silver Co., 187 Broadway, Brooklyn. He is much interested in seeing his many friends in the department store and jobbing lines, and hopes that they will not forget to drop in and see him when visiting New York. The show rooms of the above concern are conveniently located at 347 Fifth Avenue, just across the street from the Waldorf Astoria, 34th St. and Fifth Ave., where a full line of the firm's American Sheffield plate in various shapes and designs are being displayed.

Wm. G. Mueller the trade's newest importer, who as previously announced has taken the American representation of the well known Bavarian china factories of Heinrich & Co., manufacturers of an extensive line of dinnerware, hotel ware, and fancy china now has his spacious salesroom occupying the entire fifth floor, at 49-51 Twenty-Third St., ready to receive the trade and samples of the various lines made by his factories are ready for inspection.

The Cambridge Glass Co., are now in the process of

removal to their new quarters at 184 Fifth Ave., where they expect to be located about February 1st.

D. T. Davidson, manager of the china, glass and house-furnishing departments for the Steele-Smith D. G. Co., Birmingham, Ala., made a short buying visit to New York this week. He spent ten days en route here making several stops in the pottery and glass districts.

"Jack" L. French, well known in the hotel supply business through his connection of sixteen years with L. Barth & Son, recently resigned his position with this firm to become associated with the concern of Duparquet, Huot & Moneuse Co., also dealers in hotel supplies.

H. A. Miller, buyer of china, glassware, housefurnishings and toys for Jas. McLean & Son, York, Pa., was a visitor in the local market for several days this week placing orders. In addition to the above lines, Mr. Miller also has charge of the buying for the concern's grocery department, which altogether keeps him hustling.

O. C. Graham for the past seven years in the office as well as in the production end of the business of the Cambridge Glass Co., Cambridge, O., is now acting as assistant to local manager Alex Menzies at the concern's New York office.

## To Exhibit in New York

James P. Gordon is booked to open his display of samples of dinnerware, etc., from the Jones, McDuffee & Stratton Corp., Boston, at the Hotel McAlpin this week. After taking charge of the concern's exhibit at the Chicago show from February 6th to the 18th, he will return immediately to New York, when he will again open up at the McAlpin about February 20th.

The Edwin M. Knowles China Co., East Liverpool, O., will have an exhibit of their 1922 dinnerware patterns at the Hotel McAlpin for a limited period, beginning February 19th. The display will be in charge of the company's eastern traveler, William L. Tickell.

The Ideal Cut Glass Co., Canastota, N. Y., will open an exhibit of their newest designs at the McAlpin Hotel on February 6th. The display will be in charge of the "Morecrofts."

Herbert K. Connor, eastern representative for the Carrollton Pottery Co., Carrollton, O., will be at the Hotel McAlpin about February 10th, with a display of the factory's latest dinnerware designs.

WHERE THE  
MOULTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

THE annual Pottery and Glass Exposition closes here Saturday. Some of the salesmen will spend a few days at their several factories, while others will leave immediately for their territory. There are some others, however, who will "lay off" until the Chicago Exposition opens. In a general way, the local Exposition has been a success, and some have computed total sales, that is to say, the total volume of business done here during the entire life of the Exposition has aggregated possibly between \$3,000,000 and \$4,000,000. It should be remembered that over 100 different lines were displayed here during the month and many salesmen did an excellent business.

Among the buyers registered in the district since the last issue of the CROCKERY AND GLASS JOURNAL have been the following:

Walter Elms, with the Emporium, San Francisco, Calif.; Mr. Dohrmann and Mr. Watkins, with the Dohrmann Commercial Co., San Francisco, Calif.; Mortimer Schwartz, with the Gimble Store, St. Paul, Minn.; Katherine Giles Struve, of the Struve & Giles Co., Clarksburg, W. Va.; "Joe" Moses, of the U. S. China & Glass Co., New Orleans, La.; Charles Nash and Mr. Williams, with Marshall Field Co., Chicago, Ill.; Charles Baxter, with LaSalle & Koch, Toledo, O.; R. E. Pate, with the Davis & Shaw Furniture Co., Denver, Colo.; George Miller, of the Omaha Crockery Co., Omaha, Neb.; A. Kollman, with England Bros., Pittsfield, Mass.; Avery E. Davis, of the George W. Davis Co., Rochester, N. Y.; H. G. Eastman, with Burbank, Douglass Co., Portland, Me. H. Von Hazel, Sears-Roebuck, Chicago; Robert Goodwin, Goodwin Crockery Co., Memphis, Tenn.; Mr. Simmonds, Nerlich & Co., Toronto, Canada; Fred Porter, Porter & Co., Winnipeg, Canada; J. K. McKeon, Gilchrist Co., Boston; Fred Schmidt, Brinsmaid Co., Des Moines, Iowa; Mason Shoup and Geo. Roantree, Reigner & Shoup, St. Joseph, Mo.; Geo. W. Brown, Gowans-Kent Co., Toronto, Canada; Geo. E. Salisbury, Wallace & Co., Schenectady, N. Y.; Mr. Silverstein, New Orleans Dinnerware Co., New Orleans; Mr. Hellenthal, Bon Marche, Seattle, Wash.; Albert Jassman, Meier & Frank, Portland, Ore.; Mr. Nieters, Carson Crockery Co., Denver, Colo.; J. M. Saville, Zion Co-operative Merc. Co., Salt Lake City; Mr. Smith and Mr. Duncan, Phillips-Buttorss Mfg. Co., Nashville, Tenn.; S. Miller, G. Somers Co., St. Paul, Minn.; and Miss Annie Masch, H. Batterman Co., Brooklyn.

The trade here has been advised that operations have been resumed at the plants of the Bellaire Enamel Co., and the Enterprise Enamel Co., at Bellaire, O.

Erectors are now at work building the lehrs for the new plant of the Davies Glass Co., at Martins Ferry, O., which is being built on the site of the former Haskins Glass Co. The Furnace has been completed, and the building under roof. Operations are expected to start within the next 60 days.

William T. Clark, president of the American Flint Glass Workers' Union has urged upon the Ways and Means committee of the Senate to incorporate a 60% ad valorem on glassware in the new tariff bill, and also to insert the American Valuation clause. The percentage of protection sought is double that expressed in the Fordney measure.

The Hazel-Atlas Glass Co., paid a two per cent. cash dividend Jan. 20, to stock of record as of Jan. 14.

Fire caused damage estimated at \$10,000 to the plant of the Jewett Glass & Mfg. Co., at Jewett, a small town just west of Steubenville, O., on the Pennsylvania lines.

The Dollar Savings & Trust Co., of Wheeling, W. Va., has been appointed by the Circuit Court as receiver for the North Wheeling Glass Bottle Co.

## George Haviland a Visitor Here

Arriving aboard the "Paris" on January 13th was George Haviland of Haviland & Co., Limoges, France, who is accompanied on his trip by Mrs. Haviland. This is his first visit to America in seven years. After the death of his father Charles Edward Haviland, last March, he assumed the head of this world famed concern of china manufacturers. The purpose of Mr. Haviland's present visit is to consult with the management of the New York office which looks after the company's extensive business in this country and to meet as many of the visitors to the New York market during the present buying season as possible that he may renew old acquaintanceships and make new ones among the dealers and buyers. Owing to pressing duties in connection with the manufacturing end of the business in Limoges Mr. Haviland regrets exceedingly that it will be impossible for him to remain in America longer than a few weeks which will make it quite impossible for him to make a tour of the country as he would like to do.

## Red Wing Pottery at Chicago Exhibit

Two of the largest jugs ever made in any pottery in the world are being manufactured in the Red Wing, Minn., potteries. These jugs are of fifty-gallon capacity and are to be accurate in every respect, corresponding to the regular shoulder shaped jug. These jugs are now in the kilns, according to B. P. White of the Union Stone-ware company.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT.

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE  
215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

POTTERY plants in the Eastern Ohio and Ohio Valley districts are operating on better schedules now than for many months. Some potteries are working 100 per cent. and some others are doing better than 75 per cent. This does prove that the demand for American dinnerware is increasing, and while some reports have been spread of a break in the market, buyers have been unable to place any business at these supposed prices. Active demand at all times has a bearing on any market, no matter what the commodity may be, and a continued active demand for American dinnerware is bound to have a similar effect upon ceramic products. It is reported that some "propaganda" was spread about during the last three weeks concerning the possibility of a decline in the domestic pottery market, but such did not come to pass. If anything, there is a decided tendency towards an advance on particular items, so some salesmen relate.

The size of the decorating department of the Shenango China Co., at New Castle, Pa., is being increased, and this will permit of an increased output of decorated ware. This firm is making a special feature of vitrified hotel china and restaurant ware, and is operating almost on normal schedules.

Concerning operations in dinnerware plants outside the immediate East Liverpool district, it is recorded that the Summit China Co., at Akron; the Owen China Co., at Minerva and the Carrollton Pottery Co., at Carrollton, and the Steubenville Pottery Co., at Steubenville, O., are operating full time. Each of these lines were displayed at the Pittsburgh Exposition, and favorable business was booked by these firms both at the factories and during the Exhibit season at Pittsburgh.

There has been less shortage of production in potteries hereabout this winter than for many years, all due to the very mild weather. Those plants which use gas for kiln firing have lost very little time, while other firms that rely on coal and oil for kiln fuel have suffered no inconvenience. All through, the season has been quite satisfactory, from a fuel supply standpoint.

John B. McDonald, secretary of the Knowles, Taylor & Knowles Co., C. C. Ashbaugh, of the West End Pottery Co.; Thomas H. Fisher, of the National China Co.; T. A. McNicol, of the T. A. McNicol Pottery Co., and H. N. Harker of the Harker Pottery Co., were elected directors of the East Liverpool Chamber of Commerce last week.

The first meeting of the Research Committee of the United States Potters Association was held in the rooms

of the Potters' Club here last week. A group of subjects were announced, and assigned as follows:

"Ball Clays" and "Casting" by A. V. Bleininger, with the Homer Laughlin China Co., Newell, W. Va.

"New American Clays" and "Use of Sulphate of Cobalt," by Ira Sproat, with the Sebring Pottery Co.

"Simple Material Tests" by F. K. Pence, with Knowles, Taylor & Knowles Co.

"Cones," "Lawns" and "Proper Blungers," by John George, of the W. S. George Pottery Co., East Palestine, O.

"Kiln Dirt," by C. H. Walker, with the Homer Laughlin China Co.

"Better Materials for Cases," by Samuel B. Larkins, of the National China Co., Salineville, O.

At the first meeting of the Committee, another of three members was appointed to gather kiln statistics. It is composed of Thomas B. Anderson of the Pope, Gosser China Co., Coshocton, O.; Mr. Larkin and Mr. Walker.

Charles F. Goodwin was named secretary for the Committee. Monthly meetings are contemplated.

At the annual meeting of the stockholders of the Smith-Phillips China Co., the following officers were elected: President, V. Q. Hickman, Pittsburgh, Pa.; vice president and general manager J. T. Smith; secretary-treasurer P. V. Robinson, late of Akron, and who succeeds W. H. Phillips. The sales department is in the charge of William J. Mackey, who has been showing the line of this plant at the Pittsburgh Exposition during the last few weeks.

William T. McNutt, for several years president of the Albright China Co., plants of which are located at Carrollton and Scio, O., has disposed of his interests in that corporation to Frank W. Poland, a former resident of East Liverpool and for some time a stockholder in this pottery corporation.

New business is in active receipt, so all pottery manufacturers in this district relate. The demand is far in excess of that of a year ago, and the majority of the shops are in excellent shape for the first quarter of the year. There has been quite a lot of business placed for early second quarter delivery, and some of the current orders for good borders will take four and five months delivery dating. The quality of the dinnerware offered the trade this season is quite in advance of that of even a year ago, and as a result many department store buyers and jobbing interests have increased the number of open stock patterns. By distributors adding new patterns, this increases demand for American lines, and insures a greater activity in all plants.

BOSTON OFFICE  
417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

## BOSTON NEWS NOTES

MANY new lines are being shown in the Boston market and some outfits have found it to their advantage to enlarge or change their previous quarters. Among the progressives is John J. Reed & Son, 161 Summer St. They are showing new samples from the Economy Tumbler Co., Morgantown, W.Va. There are items of every description in table glassware, including some very exclusive shapes in such artistic color creations as Topaz, Amber, Blue, Iridescent and a striking combination of Topaz and Blue as well as crystal and blue. They are showing for the first time a dozen new lines in light cuttings in dainty and effective patterns among which are honey jars, candy boxes and other novelties.

Miss Nora Hennessey, formerly assistant buyer for F. Vorenberg & Co., who suffered a nervous breakdown nearly two years ago is reported on the road to recovery which will be good news to her wide circle of friends. She is remembered by many of the traveling men as Mr. Malone's able assistant for a number of years. Mr. Malone by the way is on a western buying trip to be gone for a week or more.

In spite of the counter-attraction in Pittsburgh during the past weeks a number of men were in Boston to gladden the hearts of some of the trade. Among them were R. M. Cook, the Marblehead jeweler who hasn't been seen in this market in months, also Mr. Lewis, of L. Lewis & Co., New London; Charles Emerson, of C. Emerson & Son, Haverhill; Mr. Wood of Wood, Abbott & Co., jewellers, Lowell; and Mr. Havener's, of Havener's Gift Shop, Haverhill.

Mr. Kent of Kent & Eliot, jewelers, Attleboro, recently purchased Mr. Eliot's share in the business and is now going it alone. His many friends in Boston were wishing him good luck while he was here recently.

Chase & Francis report E. J. Tucker who has been campaigning in Connecticut found business good in the nutmeg state.

Charles H. Pearce, representing the Sebring Pottery Company, Sebring, O., is back from a two weeks trip to the factory, where he has been getting his lines in shape for the spring trade.

F. D. Tousignant who was with Goodnow & Pearson of Gardner for many years, has branched out for himself. He has opened salesrooms at Fitchburg under the name of the Mutual Furniture Co.

John Bernard Hanlon, who traveled for the hotel department of the Mitchell Woodbury Co., for a number of years, passed away last week at the Falkner Hospital after a short illness. About a year ago he left Mitchell Woodbury to become manager of the crockery, glass and silverware department for the Morandi-Proctor Co., whose office is at 86 Washington St., Mr. Hanlon was but thirty-three years old, yet he had a host of friends both in the trade and among his other associates. His loss will be keenly felt.

Mr. Eastman of Burbank Douglass Co., Portland, was in town on his way to Pittsburgh and the potteries at East Liverpool.

Saul Goldberg of B. Goldberg & Son, Lawrence, dropped in to say "hello" to some of his friends, on his way back from the show. He says he has cultivated a taste for the much mooted and justly famous P. Stogie.

Gardner Brewer of Burlington, Vt., whispered to a friend in this city that in spite of trade conditions he had just rounded out the most successful year of his business.

Genial Charles Hartford, familiar to most of the buyers in New England is now located with the Boston Store at Erie, Pa. The good wishes of his many friends here go with him.

Harry R. Wheeler has just returned from a trip to the Cumberland potteries. He took in the Pittsburg show. He says he will have a number of new lines to show to his customers during the coming week. His office is at 161 Summer Street.

### Stoke-on-Trent Exports

The total declared exports from the Consular district of Stoke-on-Trent to the United States during the month of December, 1921, amounted to £92,903, of which amount £74,945 covered shipments of earthenware and china.

The total declared exports of all articles to the United States for the year 1921 amounted to £1,115,912, compared with £1,110,885; £629,537; £623,779; £659,280; £486,865; £423,387 and £478,420 for 1920, 1919, 1918, 1917, 1916, 1915 and 1914 respectively.

*Twenty-two*

### N. Y. Architects Exhibit Opens Feb. 3rd

"The Annual Exhibition of the Architectural League of New York takes place this year in the Fine Arts building, at No. 215 West 57th Street. The opening ceremonies are on Friday, February 3rd at 9 P.M. and the reception takes place on Saturday, February 4th, from 3 to 6 P.M.

The Exhibition this year will include drawing and models of proposed and executed work, both in architecture and the allied arts; also, specimens of decorative paintings, furniture, metal work and ceramics.



# NORITAKÉ FANCY CHINA and DINNERWARE

*for 1922 Delivery*

Owing to the approaching limit of our Factories' Capacity, we urge to those of the trade who have not as yet anticipated their requirements, to order promptly.

## MORIMURA BROS., INC.

53-55-57 West 23rd Street

New York

### NOTICE

*Mr. R. R. Duffin, our representative, will show complete samples of import lines at Palmer House during Chicago Fair.*

## ECONOMY TUMBLER COMPANY

### Have You Looked at Our New Lines?

BRIGHT SPARKLING LEAD BLOWN GLASS  
IN CRYSTAL, TWO TONE AZURE, TOPAZ,  
AMBER AND COMBINATIONS OF CRYSTAL  
AND COLORS - - - - -

THE NEW GENOVA LINE WILL APPEAL TO  
ALL BUYERS WHO ARE LOOKING FOR THE  
UNUSUAL IN BLOWN WARE - - - -

IT WILL BE A PLEASURE TO HAVE YOU CALL  
AND SEE OUR COMPLETE DISPLAY OF - -

**"THE WARE OF QUALITY"**

PERMANENT SHOWROOMS  
WHERE FULL SAMPLE LINES ARE ON DISPLAY

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120 5th AVENUE  
NEW YORK

JOHN J. REED & SON  
161 SUMMER STREET  
BOSTON

EARL W. NEWTON  
706 HEYWORTH BLDG.  
CHICAGO

PEACOCK & ROOP  
1007 FILBERT STREET  
PHILADELPHIA

MORGANTOWN, W. VA.



## Buyers in New York

JANUARY 19, 1922.

- J. E. Kelly, general mdse., Howland D. G. Co., Bridgeport, Conn., 105 Grand Street (Jay Co.).
- A. D. Wilhelm, house furnishings, China, Wm. Hengerer Co., Buffalo, N. Y., 16 West 39th Street.
- F. G. Beuer, mdse. manager, J. Gerber Co., Memphis, Tenn., 220 5th Avenue (McGreevey, Werring & Howell.)
- F. G. Borden, toys, D. Harley Co., Pawtucket, R. I., Breslin.
- E. P. Libby, house furnishings, Gilchrist Co., Boston, Mass., 200 Fifth Ave.
- C. R. Renniff, toys, A. Hamburger & Sons, San Francisco, Calif., 225 Fifth Ave.
- M. Shuffebarger, mdse. manager, Schuneman & Evans, St. Paul, Minn., 220 Fifth Avenue.
- A. E. Graham, general mdse., Graham Sykes & Co., Muskogee, Okla., 319 7th Avenue.

JANUARY 20, 1922.

- E. J. Pendergast, general mdse., Jordan Marsh Co., Boston, Mass., 432 4th Avenue.
- Miss A. Weed, china and glassware, The Bourhton Store, Catskill, N. Y., Continental.
- R. L. Mims, house furnishings, Mannig D. G. Co., Fort Worth, Texas, 1150 Broadway.
- C. G. Watt, general mdse., Watt & Shand, Lancaster, Pa., 432 4th Avenue, Bristol.
- A. A. Schneider, mdse., manager, J. W. Robinson Co., Los Angeles, Calif., 303 Fifth Avenue.
- Miss M. Gray, representing Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th Street.
- W. M. Sporborg, mdse., manager, D. B. Loveman & Co., Chattanooga, Tenn., 1150 Broadway (Baer & Lilienthal).
- J. A. Klein, toys, Klein's Merc. Dept. Store, Beatrice, Neb., Imperial.
- C. A. Williams, house furnishings, Williams & Shelton Co., Charlotte, N. C., Martinique.
- W. E. Dorne, cut glass, Hanke Bros. Co., Cincinnati, O., 220 5th Avenue, care Fred Atkins.

JANUARY 21, 1922

- J. A. Klein, toys, Klein Merc. Co., Beatrice, Neb., Imperial.
- J. A. Loeb, general mdse., S. Loeb & Bro., Columbus, Miss., 6 West 32nd Street.
- J. S. Hentzelman, basement mdse., L. S. Ayers & Co., Indianapolis, Ind., 225 Fifth Ave.
- A. Dagleish, house furnishings, Symons D. G. Co., Butte, Montana, 141 Fifth Avenue, 5th floor.
- H. M. Ford, china and glassware, Mitchell Woodbury Co., Boston, Mass., McAlpin.

JANUARY 23, 1922

- T. A. McVeigh, toys, cut glass, Goldstein-Igel Co., Waco, Texas, 352 Fourth Ave.
- Mrs. J. E. Dunwoody, house furnishing; P. Johnson, china, glassware and house furnishings, Chamberlain, Johnson, DuBose Co., Atlanta, Ga., 48 West 35th St. (W. Van Buren).
- T. J. Gill, china and glassware; R. S. Moore, house furnishings, Emery, Bird Thayer D. G. Co., Kansas City, Mo., 25 Madison Ave.
- L. Rothenberg, house furnishings, Marks-Rothenberg Co., Meriden, Conn., 1150 Broadway (Baer & Lilienthal).
- A. Parsons, mdse. manager, Parsons, Souders Co., Clarksburg, W. Va., Pennsylvania.
- G. Taylor, toys, Albert Steinfeld Co., Tucson, Ariz., 105 Grand St. (Jay Co.).
- A. S. Robertson, mdse. manager, Robertson Bros., Danville, Ky., 1150 Broadway.
- A. McDonald, representing, A. Hamburger & Sons, Los Angeles, Cal., 225 Fifth Ave.
- W. B. Elms, house furnishings, china and glassware, Emporium, San Francisco, Cal., 225 Fifth Ave.
- W. Lawrence, house furnishings, Killian Co., Cedar Rapids, Iowa, 251 Fifth Ave.

Miss Witzell, toys, Mandel Bros., Chicago, Ill., 13 East 22nd Street.

Miss B. Vollmer, toys, Gimbel Bros., Milwaukee, Wis., Broadway and 32nd Street, N. Y. Office.

Miss M. A. Krebe, house furnishings, Union Outfitting Co., Omaha, Neb., Pennsylvania.

JANUARY 24, 1922.

- R. R. Davis, toys, Carson, Pirie & Scott, Chicago, Ill., 404 4th Ave.
- W. R. Miller, house furnishings, china and glassware, W. L. Milner & Co., Toledo, Ohio, 116 West 32d St., Alfred Fantl.
- G. Taylor, toys (Bargain basement), Albert Steinfeld & Co., Tucson, Ariz., Jay Co., 105 Grand Street.
- I. E. Fronani, china and glass, Woodward & Lathrop, Washington, D. C., 334 4th Ave.
- C. H. Becker, crockery and glassware, Becker, Hazelton Co., Dubuque, Ia., Belmont.
- R. M. Wright, china and glassware, D. H. Holmes Co., New Orleans, La., 15 East 26th Street.
- E. Connay, general mdse., Watt, Petten & Clay, Norfolk, Va., 23 East 26th Street.
- C. H. Garitz, house furnishings, American Wholesale Corp., Baltimore, Md., 354 4th Ave.
- D. T. Davidson, toys, Steele-Smith D. G. Co., Birmingham, Ala., Bristol.
- J. W. Boston, house furnishings, Famous Barr Co., St. Louis, Mo., 37 West 26th Street.
- Palmer Johnson, house furnishings, Chamberlain, Johnson DuBose Co., Atlanta, Ga., care Wm. Van Buren, 56 West 35th Street.
- John Cronin, general mdse., H. A. Meldrum Co., Buffalo, N. Y., 105 Grand Street.
- J. H. Davies, toys, Mandel Bros., Chicago, Ill., 13 East 22d Street.
- Miss B. Prager, gift shop novelties, Sanger Bros., Dallas, Texas, 19 East 24th Street.
- Mr. Buckman, house furnishings, H. C. Capwell Co., Oakland, Calif., 125 West 30th Street.
- W. H. Brittain, mdse. manager, J. M. High Co., Atlanta, Ga., 120 West 32d Street, A. Fantl.
- L. F. Gilmore, toys and china, Herzfeld-Phillipson Co., Milwaukee, Wis., 1164 Broadway, Fellows Buying Corp.
- A. G. Wilson, glass, Bernard Hirsch Co., San Francisco, Calif., 334 5th Ave. (Room 601.)

JANUARY 25, 1922.

- W. R. Miller, house furnishings, china and glassware, W. L. Milner & Co., Toledo, O., 116 West 32d Street, A. Fantl.
- Mr. Horn, house furnishings, Hecht Bros. Co., Baltimore, Md., 1150 Broadway.
- Mrs. E. Bristow, toys, R. H. White Co., Boston, Mass., 432 4th Ave.
- Mr. Dennison, house furnishings, Denton-Ross-Todd Co., Lexington, Ky., 319 7th Ave.
- Miss M. L. Dimmock, toys, R. H. White Co., Boston, Mass., 432 4th Ave.
- Mrs. W. A. Mueller, gift shop novelties, Sanger Bros., Dallas, Texas, 19 East 24th Street.
- J. J. Bates, house furnishings, Simonds & Adams Co., Haverhill, Mass., Commodore.
- Mr. Fiske, lamps and china, Kaufman's Dept. Store, Pittsburgh, Pa., 1261 Broadway.
- H. S. Moorehouse, general mdse., Halle Bros., Cleveland, O., 220 Fifth Ave., F. Atkins.
- H. E. Kline, Japanese china, Watt & Shand, Lancaster, Pa., 432 4th Ave.
- J. A. Donovan, Japanese china, A. B. Sutherland Co., Lawrence, Mass., 432 4th Ave.
- S. J. Nealis, Japanese china, Gamble-Desmond Co., New Hazen, Conn., 432 4th Ave.
- E. Rouleau, Japanese china, Porteous Mitchell & Co., Norwich, Conn., 432 4th Ave.

## SPECIAL NOTICES

**TO LEASE, WAREHOUSE** with railroad siding for wholesale crockery or glass house. Rental reasonable, location very handy for making New York City deliveries. Inquire Box 152, care CROCKERY & GLASS JOURNAL.

**ONE OF THE OLDEST** and best established crockery houses in America has a splendid opening for an alert salesman. If you "know crockery" it will pay you to investigate this opportunity. Communications confidential. Reply Box 109, care CROCKERY & GLASS JOURNAL.

**STORE WANTED**  
**I WANT TO BUY OR RENT** china and kitchen furnishings store in good sized city in New England. State full particulars in first letter. Box 150, care CROCKERY & GLASS JOURNAL.

**SALESMAN WANTED** on salary basis. Experienced man who thoroughly understands blown glassware to sell in the Metropolitan territory. Well known line manufactured by old established large factory. Box 145, care CROCKERY & GLASS JOURNAL.

**FOR SALE**—New equipment including three No. 10 Perfection Kilns, one hand press, five wheels and other accessories. Will take any fair price for these goods. Box 148, care CROCKERY & GLASS JOURNAL.

**A REAL LIVE BUYER**, knowing the market from A to Z and years of experience in china, house furnishings and smaller lines, wants to connect with some real good store. No question of references. Same can be had from the best of houses. Box 147 care CROCKERY & GLASS JOURNAL.

**The Genesee Pottery Co., Inc.**  
Chittenango, N. Y.

**TEAPOTS**  
**IN NEW SHAPES AND GLAZES**  
**KITCHEN and COOKING WARE**  
Room 679, Ft. Pitt Hotel, Pittsburgh, Pa.

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MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors Private Moulds Worked.

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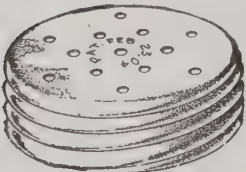
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**Celluloid "Salt and Pepper" Caps**  
ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.



## Underwood to Represent T. A. McNicol Line

J. Carl Underwood, patentee of the Underwood Baby Plate, formerly with the Taiyo Trading Co., who launched out for himself as a manufacturers agent on January 1st, has secured the representation for the Metropolitan District of the T. A. McNicol Pottery Co., East Liverpool, O., manufacturers of dinnerware. He has also been appointed representative for the line of light cut glass manufactured by Harper J. Ransburg, Indianapolis, also for the Plastic Art Co., Elizabeth, N. J., manufacturers of book ends, vases, candle sticks, hanging ferns etc. Mr. Underwood who has just returned from Pittsburgh, where he displayed his lines at the Wm. Penn Hotel, will open up at the Hotel Imperial for the month of February after which he will take quarters somewhere in the locality of 23rd Street where his line will be displayed permanently.

**MAYER**  
**CHINA**  
**VITRIFIED HOTEL WARE**  
ROUND EDGE PLAIN WHITE THICK DECORATED  
FOR  
HOTELS CLUBS HOSPITALS CAFETERIAS  
RAILROADS - STEAMSHIPS  
RESTAURANTS  
**THE MAYER CHINA CO.**  
BEAVER FALLS, PA.

## "ZANE WARE"

A MARK OF  
DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERS, ETC.

in beautiful colored glazes and  
FAMOUS MOSS AZTEC FINISH

**THE ZANE POTTERY CO.**

South Zanesville, Ohio

MEET US IN PITTSBURG IN JANUARY



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE last meeting of the Chicago Glass, Pottery, Lamp and Housefurnishings Association before the opening of Chicago's First Annual exhibit will be held on Thursday of this week at the Morrison Hotel. There remains practically nothing to do in a business way at this meeting, for all the details of the big show have been carefully worked out—the displays sold and the rooms allotted. The hotel has promised to have the tables, sheets, electric fixtures, and so forth, in the rooms in readiness for the exhibitors to set up their display when the samples arrive.

A letter was mailed to a large list of buyers last week by the Chicago Association of Commerce over the signature of W. L. Ware, trade commissioner, calling attention to the forthcoming exhibit, its magnitude, its importance from the buyers' standpoint, and stating that the exhibition had the endorsement of that body and that Chicago stood ready to offer the buyer an opportunity to inspect the largest possible number of lines at the least possible expense.

The Thirty-Second Semi-Annual Buying Convention of the Retailers' Commercial Union was under way in Chicago last week. The attendance was larger than usual. This meeting, while not a big feature in the crockery, glass or housefurnishings trade, does indicate the interest in buying on the part of merchants generally. 1922 is going to be a big year for the Chicago crockery, glass, lamp and housefurnishings trade, judging from all present indications.

The Chicago office and display room of the Phoenix Glass Co., which was moved some time ago from the Mallers Building to the Garland Building, Wabash and Randolph, is now showing new numbers in illuminating glassware from the Phoenix 1922 line.

The Pilkington Manufacturing Co., located at 3223 West Lake Street, Chicago, announces a good supply of relief white for China decorating purposes on hand. This is said to be the first importation of relief white from Germany since before the war. This decorating item has been very scarce and in good demand. The Pilkington Manufacturing Co. also handles a full line of china decorating materials, for use by the high-class decorators, as well as for sale through the retail stores to the public for china decorating.

J. R. Kittler, fine china decorator of Chicago, is preparing his new line of lodge emblems on china. This line of china decorated lodge emblems is said to be the largest of its kind in the country.

Volkman & Co., Chicago, well known lamp manufacturer and shade makers, famous for their silk shades made on Cheney Bros. silks, as well as their Lin-O-Lite shades on especially prepared linen, are now expanding their line and are ready to cater to the department store, gift shop, hotel and theatre trades.

The Advance Wood Turning Company, makers of "Advance" lamps and furniture novelties, together with the Hamilton-Ross Shade Factories, makers of "Betsy Ross" Silk shades, have announced their joint 1922 show rooms to be maintained during the January Furniture Exhibitions. In Chicago the lines are being shown at 1339 South Michigan Avenue, on the ground floor, and in Grand Rapids the lines are shown in the lobby of the Pantlind Hotel.

The Furniture Stores Incorporated was organized at 30 N. La Salle Street, Chicago, last week. The capital stock of the company is placed at \$150,000. This concern will manufacture and retail furniture, as well as dealing in china, lamps, etc. Plans for the location of stores and other details have not been announced. Those interested in the company are R. I. Davis, G. N. Albright and L. Goldstein.

A. Hellenthal, buyer of household utilities, hardware and china for the Bon Marche of Seattle, Washington, was in the Chicago market last week on a buying trip.

There were a number of housefurnishings buyers in Chicago during the past week. Among those who visited the local displays in quest of new merchandise were: J. J. Schell of Keokuk, Ia.; Edward R. Kirkpatrick of Bloomington, Ill.; L. W. Howard of Bloomington, Ill., and W. A. Koch of Evansville, Ill.

The local market was flooded with furniture buyers during the past week who were in Chicago to attend the annual furniture show. Many of the buyers had been to Grand Rapids for the furniture show, and were here to compare values. The attendance at the furniture show is better than it was a year ago, but not up to normal years. Buying is also a little stronger this year than it was in 1921, and the under-current at the furniture exhibit buildings would indicate an expectation of improvement in retail business as the year progresses.

Members of the local trade are returning from the Pittsburgh show and preparing their samples for the Big Chicago Exhibit, which will open on February 6 at the Morrison Hotel and continue for two weeks.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

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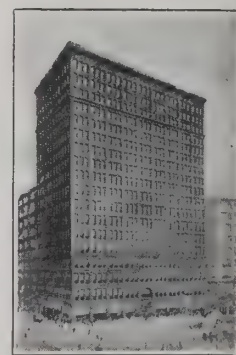
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Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
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Madison and Wabash



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TO  
BUY  
GLASSWARE

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*Office and Display Room*  
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Bonita Art Co.  
Geo. R. West & Sons.

The J. H. STOUFFER CO.  
Importers and Exclusive Decorators  
FINE CHINA

Studio and Display Rooms at  
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CHICAGO

## IRVIN-SMITH CO., INC.

*Manufacturers  
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GERMAN DOLLS, TOYS AND  
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*for immediate delivery*  
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turers*

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The Marion Glass Manufacturing Co.  
Wheeling Decorating Company  
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Hopewell China Corp.

Walter S. Redfield, Room 309

*Representing:*

A. H. Heisey & Co., "Diamond H"  
Glassware, Pressed and Blown Table  
Ware, plain and decorated.  
S. A. Weller, Jardinieres, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

John S. Ward, Room 1508

Luster Tea Ware  
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Gift Articles  
Lamps and Shades

## CROOKSVILLE CHINA COMPANY

Makers of Dinnerware  
Room 591, Palmer House  
*Represented by J. E. Boring*  
Telephone Central 5271

TAIYO TRADING CO., Inc.  
Successor to Takito, Ogawa & Co. and  
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Gift Merchandise  
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J. B. FINN  
222 N. State St.  
Zanesville Stoneware Co.  
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Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware,  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent.

Harry G. Dalzell  
Phone  
Central 3497.

Your advertisement in this space would attract the eye of thousands of buyers! Rates upon application to our Chicago Representative, J. H. Smythe, 312 So. Clark St., Phone Wabash 860.



ESTABLISHED IN 1874

PHONE BARCLAY 5092

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

Published Every Thursday

By

DEMAREST PUBLICATIONS, Inc.

92 WEST BROADWAY

NEW YORK

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M. K. ZIMMERMAN  
215 West 6th St.  
East Liverpool

VOL. 94

FEBRUARY 2, 1922

No. 5

## AS THE EDITOR SEES IT

**B**USINESS generally shows an improved trend. Living costs have declined materially. There appears to be an "upward swing" in production.

The January Pittsburgh exposition showed "a marked tendency on the part of both the department stores and the jobbing interests to anticipate future requirements." A good sign—a permanent move toward stability.

Pottery and glass production shows an upward trend—optimistic—sustaining. New plants are springing up in encouraging quantity. Old plants are wisely increasing their capacity.

There is a noticeable increase in the purchasing power shown on the part of salaried people throughout the United States.

At this time educational propaganda—to the consumer of china—should yield a generous harvest. The consumer needs "china and glass education." This should be the keynote of "consumer advertising" this year.

What is meant by this is that the consumer should not be "bothered" with selling sermons about buying *more* china and glass generally, but rather "educated" to *appreciate* better china and glass, and taught to replace with as good or *better*, pieces or sets lost or broken. There seems a need for consumer china and glassware uplift—a sales promotion, educational movement to sell more goods.

**I**T is computed that the per capita quota for china in the United States is sixty-one cents. This is not enough. Educational propaganda would increase this perhaps not over night, but gradually, perceptibly and permanently.

It is reported that, on the whole, the sales of department stores held up remarkably well during the year of 1921. The volume of turn-over was considerably in excess of that reported for 1920.

National economics and world business is reflected in the retail store. Some economists claim that the retailer is the economic pulse of business. The economics of retailing assume the proportion of a man-size science. Volumes have been written on this phase of selling.

Every retailer will do well to study his own business as an impartial critic. Because we do things ourselves is no criterion that we do them faultlessly throughout.

When a regular patron, or consumer, appears less and less frequently as a customer, it is time to take personal and "store" inventory. It is time to "go after" that consumer's interest and pocketbook with well-directed educational propaganda, direct-mail advertising and personal solicitation, if necessary.

It will profit every merchant to remember that in order to get business it is necessary to "go after" business, and that the amount of business *earned* is dependent upon the amount of work (thought, service and values) given in exchange.

## Chas. Weiss Joins New Rosenthal China Corp.

An important happening of the past week was an announcement made by Charles Weiss, that he had joined the new Rosenthal China Corporation, which has been formed to handle the business in this country of the Ph. Rosenthal Co., Ltd., factories at Selb Ploesberg and Kronach, Bavaria, manufacturers of well known lines of dinnerware, fancy goods, art ware, art lamps and hotel china. Mr. Weiss is vice-president of the corporation and will assume principal charge of marketing the goods here. He is well and favorably known in the china business from coast to coast, and it would seem that he is the right man in the right place.

Mr. Weiss has been associated in the representation of Wm. Guerin & Co., J. Pouyat & Co., and later the Guerin-Pouyat-Elite lines in this country, with Chas. Streiff for twenty-seven years, during which time he has built up a large following.

L. E. Hellman, president of the new corporation, has been in the importing and exporting business in New York for a number of years, and has just recently returned from a visit of several months to the Rosenthal factories.

In addition to the Rosenthal China Corporation, another corporation has also been formed, under the name of the Continental Ceramic Corporation, of which the Messrs. Hellman and Weiss are also president and vice-president respectively. This will look after the business of the other factories controlled by the Rosenthal interests, as follows: Thomas-Marktredwitz, Krister-Waldenburg, Weber (Steatite) Nuremberg, manufacturers of dinnerware, fancy goods, white china for decorating, hotel china, and Steatite electric products.

The corporations have jointly leased spacious quarters in the new building at 149-151 Fifth Avenue, corner of 21st Street, where they will occupy the entire ninth floor. The place is being fitted up elaborately for the display of the lines. Samples from the various factories are now on display.

## T. A. Neely Resigns Position

One of the trade's best known buyers, T. A. Neely, has resigned his position as buyer of china, glassware and housefurnishings for the Strauss Hirshberg Co., Youngstown, O., with whom he has been associated in the above capacity for the past seven years. His resignation, which was handed to the firm two weeks ago, takes effect on February 10th. About April 1st he will be ready to make an announcement of his plans for the future. On February 15th he expects to come to New York to join Mrs. Neely, who is here visiting with their son, Howard A. Neely, who is a prominent Admiralty lawyer here. They will visit their daughter as well, who is the wife of a New York attorney. As Mr. Neely expresses it, he is well protected as far as the law is concerned. While visiting here Mr. Neely will avail himself of the opportunity of calling on his many friends in the trade, with whom he is always a welcome visitor.

## Maddock & Miller and Herman C. Kupper to Move Uptown

### Take Joint Lease on Big Twenty-third Street Building

News that Maddock & Miller, Inc., American representatives for John Maddock & Sons, Royal Worcester and other well known English lines, and Herman C. Kupper, importer of the celebrated Ahrenfeldt French china, were to desert the old downtown china and glassware district with which they have been prominently identified for years came as more or less of a surprise, and has been the cause of considerable interest in the trade this week.

On Monday the two firms signed a joint lease for the big six-story Sheppard Knapp building at 39-41 West 23rd St., which runs through the entire block to 24th St., bearing the number on the latter street of Number 20.

These two firms, it was learned, have been quietly casting about for a suitable uptown location for many months, and it was not until the opportunity came to secure this building that they were satisfied that the location was the best obtainable from every viewpoint. As Messrs. Miller and Kupper expressed it, they would not move until they could do it right.

The location they have selected could not possibly be improved upon for accessibility and convenience, it being in the very heart of the uptown china and glassware district, and about midway between Fifth Avenue—Broadway and Twenty-third St.

The building is now in the hands of a corps of workmen and will be completely modernized in every respect. The first floor will be divided so that each firm will have half of the street floor. They will also divide the basement, second and third floors for their joint use for offices, showrooms, stock and shipping departments.

The remaining floors—the fourth, fifth and sixth—will be sublet to other firms in the trade, it being the purpose to make it a veritable china and glassware center in itself. The floors will be rented as a whole or will be divided to suit the tenant.

It is reported that other prominent firms in the trade are already negotiating for space in the building.

## Board of Management Meets.

Three new members were elected at a meeting of the Board of Management of the Salesmen's Association held at the Crockery Board of Trade rooms last Friday. They are as follows: Bernhard Dohrmann, of the Dohrmann Commercial Co., San Francisco, Calif.; R. C. Ferber, New York representative for the Dohrmann Commercial Co., and Ryosaku Tanaka, with Morimura Bros.

The death claims of Walter M. Manes and John B. Hanlon were ordered paid.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

**A**N arrival in town on Tuesday was "Dan" McCarthy, buyer for the Rike-Kumler Co., Dayton, O. He will be registered at the Prince George until February 7th, when he sails aboard the *Aquitania* for a two months' European buying trip. This will be Mr. McCarthy's initial buying visit abroad. He will pass the time between now and his sailing date placing orders among the local dealers.

Since Ellis A. Gimble, Jr., has been placed in charge of the service and system departments of the Gimble Store in Philadelphia, Daniel Gimble will devote his attention to the merchandise desk.

Chas. A. Postley has been appointed representative for the Household Fibre Products Co., manufacturers of a complete line of square, oblong and corner clothes hampers. The line is now on view at his salesroom, 2 East 23rd street.

E. Richardson, buyer for Calloway Hoock & Francis, Salt Lake City, Utah, will be delayed in his buying visit to New York on account of sickness in his family. He had intended to be on his way here by this time.

W. T. Darden, the well-known manufacturers' representative, Chicago, spent a few days in New York this week on special business, coming here after closing his display, which he maintained at the Wm. Penn Hotel, Pittsburgh, during the January exposition.

The Hirsch-Malgood Co. (the Spoon House of America), manufacturers of decorated and light cut glassware, whose factory is located at 152 Bleeker St., will hereafter maintain an uptown salesroom in one of the stores of the Fifth Avenue Building, 19 West 23rd Street, which they will share with Ben S. Loeb. Felix Wohlgemuth and Jean Michael will be in charge of the display.

Leander E. Walters, formerly with Ferdinand Bing & Co.'s Successors, is now a member of the Horace C. Gray Co.'s sales staff, having recently been engaged by the concern to call on the trade in the Metropolitan district.

Brandies & Sons, of Omaha, Neb., have opened a New York office, with E. J. Brandies in charge. The new office is at 1134 Fifth Avenue.

William E. Wilson, formerly with Gimble Bros., New York, has resigned as general manager of the Dives, Pomeroy & Stewart store, Harrisburg, Pa.

W. Stern, who has acted as assistant buyer of china and glassware for L. Bamberger & Co., Newark, N. J., has resigned his position, to take effect February 1st. He has made no definite plans for the future, but is desirous of locating in a position in the same capacity.

The Horace C. Gray Co. have acquired the representation for New York for the Sherwood Bros. Co., New Brighton, Pa., manufacturers of stoneware specialties, consisting of teapots, bean pots, mixing bowls, cereal jars, jugs, mugs, etc. The line is now on display at the concern's salesroom in the Fifth Avenue Building.

J. Carl Underwood, New York representative for the T. A. McNicol Pottery Co., Associated Manufacturers Co., Harper Ransburg line of light cut glassware and other lines, who was reported in last week's issue as opening a temporary display at the Hotel Imperial for the month of February, has made a change in his plans owing to difficulty in securing rooms on account of the Toy Fair being held there at that time. He will be located instead in his permanent quarters at 170 Fifth Avenue, corner of 22nd Street, where he has just taken a lease of Room 701 on the seventh floor.

J. C. Fisher, who was associated for several years with A. Gredelue, former American representative for the well known French line of Cristalleries de Baccarat, has been engaged by Guerin-Pouyat-Elite, Ltd., 43-47 West 23rd St., who were recently appointed agents for the Baccarat line in this country. Mr. Fisher, who is naturally very familiar with the line and the concern's trade throughout the country, will be right at home in his association with the Guerin-Pouyat-Elite organization; in fact, they could not have made a better selection in securing a man to sell the line.

WHERE THE  
MOULTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

## GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

**B**UYERS of glassware who attended the annual Pottery and Glass Exposition here during January were not looking for cheap merchandise, but they did seek values. This expression was heard from more than one distributor. The buying that was done during the very early part of the Exposition was for February and March sales, and this resulted in considerable activity. Later on, however, there was a tendency to anticipate future requirements, both on the part of the department store and jobbing interests. On the whole, the 1922 Pottery and Glass Exposition was worth while, and the majority of the salesmen did a good business. There is no denying the fact, however, that some lines did not move as extensively as had been anticipated.

"What we aim to do in our department is to arrange our display tables of dinnerware and glassware according to the seasons," observed H. A. Koll, of the A. Hamburger & Sons' department store, Los Angeles, Cal., when he was in the market a few days ago. "It's a wonderful trade puller. We have the Valentine season tables as well as the June bride season display. Then all other seasons are taken into consideration just as these two are." Mr. Koll sails for Europe on the Aquitania, Feb. 7. He will visit England, France and Germany, and will return home about May.

The new cut lines of the New Martinsville Glass Mfg. Co., which were shown for the first time at the Exposition here, has proved one of the best lines this factory has brought out in some years. "We seemed to develop the line just at the right time," said Ira Clarke as he closed the line here to move it to Chicago.

The annual meeting of the stockholders of the Mound City Glass Co. was held at the general offices of the company at Lumberport, W. Va., Jan. 26. This factory, which displayed its line at the Ft. Pitt last month, is featuring blown ware exclusively for general use and also cutting purposes.

A cash dividend of two per cent was paid stockholders of the Hazel-Atlas Glass Co., of Wheeling, W. Va., Jan. 20.

At the annual meeting of the stockholders of the Imperial Glass Co., held at Bellaire, O., the old board of directors was re-elected for the current term. For the last few months this factory has been operated on a basis of 75 per cent., and it is believed that within a short while all shops will be working full time. When the board organizes, it is said that present officers will again be chosen.

The former plant of the Loudon Glass Co., Fostoria, O., has been sold to a new interest which will convert the property into a metal alloy shop.

Artificial gas has been brought into use by the Monongah Glass Co. at Fairmont, W. Va. Through the use of this fuel the factory has been kept in operation, despite the cold weather and the lack of natural gas for fuel.

Demand for the lines of the Central Glass Works, Wheeling, W. Va., has been so active since the first of the year that production has been increased by the placing of a second furnace in operation. The new lines of this factory pleased buyers who visited the display at the Ft. Pitt, and as a result considerable new business was written.

Operations have been resumed at the plant of the Star Glass Co., Star City, W. Va. Last July this shop was destroyed by fire, and since then reconstruction work has been in progress. A line of lighting and illuminating glass is featured by this company.

The Hocking Glass Co., Lancaster, O., is having an exceptionally active demand for its lighting glass, although a portion of the plant is devoted to the manufacturing of decorated specialties. Both lines were displayed here during January, the lighting line at the William Penn and the specialties at the Ft. Pitt.

Three new members have been added to the Board of Directors of the Davies Glass Co., which will soon begin operations in its new plant at Martins Ferry, O., which has been erected on the site formerly occupied by the factory of the Haskins Glass Co.

Buyers representing the Phillips-Buttorff Mfg. Co., Nashville, Tenn., who were in the local and East Liverpool markets during the last week, will sail for Europe Feb. 7. They will remain abroad indefinitely.

Glass manufacturers who have plants located along the Ohio river in this section have booked considerable tonnage for shipment on the New Orleans Mardi Gras boat which will leave here within a week. It is estimated that over 1,000 barrels of glassware and considerable pottery from East Liverpool will be taken aboard, all for the New Orleans trade.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT.

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

IN a general way, manufacturing potters in this district were favored with considerable new business during January, orders being larger than booked January, 1921, and smaller than those specified January, 1920. The latter was anticipated. Practically every manufacturer of dinner-ware in the East Liverpool district has done better with his line this year than records of January, 1921, show, and in some particular instances some rather favorable future business has been written. Border patterns have been in very good demand, especially among department store buyers, while jobbing houses have been active in some open stock deals and dinner sets.

Fred Kline, for some years salesman for the Knowles, Taylor & Knowles Pottery Co., has left for the south with this line, and March 1 will open a sample room in Commerce St., Dallas, Texas, on his own account, but will continue to feature the K. T. & K. lines. Mr. Kline will show the entire K. T. & K. line of hotel and dinner-ware; also several other accounts, including blown and etched glassware.

W. S. George, of the W. S. George Pottery Co., East Palestine, Ohio, is booked to sail from New York February 11th for a European trip. He expects to remain probably several months.

F. A. Sebring, of the Sebring Pottery Co., Sebring, Ohio, has left for Sebring, Fla., with his daughter, Mrs. W. L. Murphy, where they will remain during the balance of the winter.

Among those from Eastern Ohio who were in Washington early this week urging the incorporation of the American Valuation clause in the new tariff bill were W. E. Wells, of the Homer Laughlin China Co.; Hugh McNicol, of the D. E. McNicol Pottery Co.; T. A. McNicol, of the T. A. McNicol Pottery Co.; Charles C. Ashbaugh, of the West End Pottery Co.; Charles L. Sebring, of the Sebring Pottery Co., and Homer J. Taylor.

Incorporation papers for the United States Decorating Co., Wellsville, Ohio, were received here last Saturday, and within a few days a meeting of the initial stockholders will be held for the purpose of organizing. The company has been chartered with a capital stock of \$100,000, and it is the largest individual decorating unit in the pottery district. In addition to decorating its own specialties, the company will also do contract decorating for the jobbing trade.

The D. E. McNicol Pottery Co. is showing a very classy decorated luncheon set, done in lusters and solid color effects. The movement of this specialty has been very active since the first samples were placed in the sample room.

The Shenango China Co., New Castle, Pa., is showing for the first time samples of its new line of beilek vitreous china body dinnerware. The line is to be made in connection with its vitreous hotel china line, and will be ready for delivery probably within six weeks or thereabouts. One of the decorated plates was shown this week by J. Wolf, of the sales department of this plant to a number of buyers, who immediately asked, "When can you deliver?" In order to take care of an additional volume of decorated business on the new line, the decorating shop of the Shenango plant is being enlarged. All patterns will be exclusive with this firm.

At a meeting of the Executive Committee of the National Brotherhood of Operative Potters, scheduled to be held here this week, "American Valuation" was one of the subjects discussed. It was intimated that this labor organization would urge the incorporation of this clause in the Senate tariff bill.

Pottery salesmen from this district who will show their lines during the Hotel Morrison Exhibit in Chicago for the fortnight will leave here next Friday and Saturday nights, which gives them ample time to have their displays arranged for the opening date. It is said that one or two of the local lines will be displayed at the Morrison for one week or 10 days only.

Last Friday and Saturday were rather busy days here for pottery salesmen. Those who spent the early part of the week at Pittsburgh came into the East Liverpool district Thursday, Friday and Saturday to close their dinnerware deals.

Years ago when buyers came into the district they were free to "walk" to any pottery they pleased, but the situation has changed: Motor cars await those trains buyers are accustomed to arrive on, and these are placed at the disposal of the visitors. Then, after one plant has been visited, the buyer is asked where he wants to go next, and he is immediately driven to his "next stop."

**HELPFUL HINTS  
FOR BUSY BUY-  
ERS OF UP TO THE  
MINUTE HOME  
NECESSITIES**

## HOUSEHOLD UTILITIES

### Indestructo Sanitary Hampers Distinctive

**P**LYWOOD, which was so successfully and extensively used in war time for the construction of airplane wing-braces, is now used in the manufacture of sanitary hampers by the Dodge Manufacturing Co., Mishawaka, Ind. This plywood, or "veneer," is made of five plies of specially selected veneer stock cemented together by special "hot plate" process so long employed by the makers of their famous Indestructo Trunks. The sheet plywood is taken from the presses, then shaped, riveted and braced. The bracing is done by means of wood molding along the edges, with a



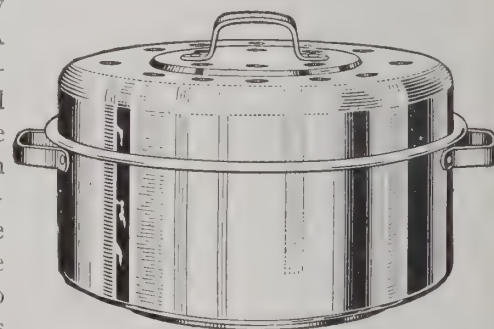
strong metal binding at the corners. These hampers are easily cleaned, as all corners are rounded. The molding adds to their appearance; and also is a reinforcement. Pierced and slightly raised bottoms from the floor aids ventilation. Additional openings in covers and at sides facilitates handling, as well as furthering circulation of air through the hampers, enabling towels or linen which may be slightly damp to dry out. Rubber bumpers at bottom prevent marring of floors. These hampers are exceedingly attractive and in good taste with the finishes of woodwork in the up-to-date bathroom, nursery or linen room, and an addition to the appearance of the room. There are three styles, with three sizes of each type, ranging from sixteen to twenty-six inches high, including oblong, round and square types. Tapering permits nesting for ease and economy in packing. Finishes in standard glossy show-white enamel, furnished with or without covers. Pleasing combination mahogany covers, and French gray or ivory-white enamel are offered at a slight additional cost. The Indestructo Sanitary Hamper is an ornamental, durable and attractive utility. Reasonable price, sanitation and sturdy construction are guarantees for the selling possibilities of these excellent household necessities. The illustration herewith pictured gives an idea of the beauty, and suitable proportions of these desirable hampers in the three sizes, with covers when desired. Each style is furnished in the three sizes shown.

### A Bench for Three

Utility, convenience and efficiency is demonstrated in the "Sol-San" (Solid Sanitary) all steel knockout tub bench manufactured by the Driskell Bench Co., 178 W. Locust Street, Columbus, Ohio. This tub bench can be used with any electric washing machine, and supports the rinse tubs to the necessary height and in the right position under wringer, so as to avoid slopping or the necessity of stopping. It is so constructed that it stands rigid and will not teeter or vibrate on an uneven floor. It is electrically welded throughout; no bolts, rivets or screws. Ball-form feet add to its superiority, and it can be bought with or without third tub or basket. It can be conveniently placed wherever electricity is available in ready use for the washing machine. Its knockout features are strong commercial advantages.

### Pure "American Maid" Aluminum Roaster

"The proof of the pudding is in the eating," and meats or fowls to be rendered edible must come from the oven well basted and savory. It is impossible to attain good results in cooking roasts unless an efficient roaster is employed, and one which has stood the test of connoisseurs of the culinary department. A meal can be utterly spoiled and the whole household set in a state of consternation if the mistress of the kitchen sends to the table roasts



in an unpalatable condition. To obviate this very usual occurrence, it is necessary to obtain a roaster which roasts and bastes simultaneously. The Illinois Pure Aluminum Co., Lemont, Ill., manufacturers of the famous "American Maid" Aluminum Ware, has put on the market a dependable product in their improved Self-Basting Roaster, illustrated. This efficient cooking utility is made of 20-gauge pure sheet aluminum; diameter 11½ inches; has good substantial side handles and a flat lifting handle on the cover besides, which is a most desirable and useful feature. The above concern by manufacturing these roasters in large quantities is able to sell to the dealer or large department stores at a price which will enable them to sell to the consumer for \$1. Housewives are ever on the outlook for good cooking ware at reasonable prices, hence the popularity of the "American Maid" Aluminum Ware. The Self-Basting Roaster does all it boasts, and roasts savory viand without hand basting.



# FASCINATION LANE

By

BEATRICE MILLER WISNER

WHERE MASTER  
CRAFTSMEN  
DISPLAY NEW  
WARES FOR  
THE GIFTSHOP

## Lamps of Unusual Beauty in Design

IN the extensive variety of exquisite lamps displayed by Lightolier Company, 569 Broadway, there is a note of beauty in design and unusual modeling. Expressed dignity and charm in the interior furnishings of a room rest entirely upon the well chosen accessories that

go to make up the tout ensemble. Lamps play so important a part in the well equipped home that too much care cannot be exercised in appropriate selection. Lightolier Company has embodied the very essence of elegance and harmony in the display of unique boudoir, table and reading lamps that are charming lovers of art and harmonious coloring. The delightful table lamp illustrated is

only one of many in the varied collection. The unusual glass shade, with leaf border in conventional design, lends a note of originality and harmony. The Venetian Bronze base is extremely new and graceful in modeling. In the assemblage of Imported Chinese Vase Lamps, old motifs form an attractive element in these glorious products from the Orient. Among the dainty and unique boudoir lamps diffusing a gentle and alluring glow are chiffon-domed shades, with hand-painted floral design gracefully veiled under varied colors, finished with beaded ruffles. Originality, tasteful and artistic development have marked the "Lightolier" lamps gifts of characteristic charm.



## Marvelous Illuminated Work Baskets

In Colonial days Priscillas were quite content to do their knitting in the glow of the dim candle light. Today, with the introduction of illuminated work baskets by Gudeman & Company, 30 Irving Place, hand work, with the assistance of a bright little electric lamp, is no longer an arduous task. These artistic and practical work baskets show several styles in lamp attachments, some with the little lamp in the center of the basket, a dainty pin-cushion encircling the lamp; others with lamps at the back or sides, and all fashioned in dainty silk; rose,

yellow, pink, Harding blue, and many other striking colors, trimmed with gold lace and decorated profusely with tiny hand-made flowers. Besides illuminated baskets, there are desk sets, boudoir lamps and a most original idea; illuminated artificial flowers, roses, sweet peas, geraniums, and others. This is the conception of Mr. Gudeman, a most beautiful and fairylike idea, which lends a charm to flowers worthy of their beauty and wonderful creation. This distinctive collection of artistic originality in designs has secured the Gudeman & Company's products an enviable place in Gift Shops through exquisite and unusual fine workmanship.

## American Sheffield Plate for Gift Shops

In bringing back the glories of Continental times, when family plate was the expression of distinctive elegance, it is gratifying that in the American reproductions of Sheffield plate by the Continental Silver Company, 187 Broadway, Brooklyn, N. Y., there is truth, dignity and exactness in the revival of Sheffield plate. The illustration is a fine example of the above concern's reproduction in graceful lines and unusual design. The dainty handle and exquisite modeled body are charming features of this beautiful basket. Cake baskets, burnished, gold lined, with fine pierced design; flower vases, wreath pattern; comports, plates and trays are only a few in the vast collection of these noteworthy reproductions. American Sheffield plate is becoming one of the most popular gifts for the Spring trade. When many functions are planned and weddings are listed on the big social bulletin, nothing is more appropriate than a selection of American Sheffield plate, which expresses fine and discriminating taste. In the collection at the Continental Silver Company there is an honesty of purpose and a realization of art in every object. A visit to the attractive show rooms at 341-347 Fifth Avenue is gratifying, interesting and compensating.





*ANNOUNCING*  
THE NUMBER SEVEN—DERWOOD SHAPE



No. 7—Derwood Shape

Decoration No. 71942

∴ A DISTINCTIVE DINNER SERVICE FOR THE NEW YEAR ∴

**The W. S. GEORGE POTTERY CO**

MAIN OFFICE

**EAST PALESTINE, OHIO**

MANUFACTURERS AND DECORATORS OF SEMI-PORCELAIN  
DINNER WARE

FACTORIES

EAST PALESTINE, OHIO

CANONSBURG, PA.

KITTANNING, PA.





# POINTERS FOR BUYERS

TIMELY TIPS FOR  
LIVE MERCHANTS  
IN SEARCH OF THE  
LATEST IN AT-  
TRACTIVE WARES

## Beautiful New Things in Krautheim Ware.

**T**WELVE brand new patterns are now to be seen in "Krautheim" dinnerware at the salesroom of the concern's American representatives, Fred C. Reimer & Co., 141-147 Fifth Ave. They are quite exceptional in treatment, both from a point of design and coloring, and buyers will find the line decidedly worth while. For distinct individuality, it is quite safe to say the "Lattice Bouquet" treatment will find few rivals. It is a most charming border arrangement executed along novel lines that are quite refreshing. The pattern consists of a green outlined orange lattice work, with long bouquets of beautifully blended colors of pink and yellow roses, two-toned yellow tulips, pink apple blossom and green leaves. A heavy coin gold edge adds to the richness of the pattern. The beauty of the "Murillo" shape is also a contributing factor to the pattern's success. The unusual flat style handles lend themselves particularly well to the fetching design. These show a duplicate of the boquet effect, with enough of the lattice design to give the same beautiful contrast, as in the border. The handles also have a heavy coin gold edge all the way round. In addition to dinnerware the Krautheim line also offers some quite out of the ordinary things in short lines—a tea set, for instance, in a very lovely octagonal shape, with a Dresden floral spray panel shown with alternating plain gold outlined panels, is most attractive. The same shape in white and gold is very effective as well. There are also a variety of other sets and individual pieces in fancy china of equal interest.

## Delectable Lustre Pottery

It would be difficult to imagine anything more fetching than the very lovely "Lustre" line produced by the Roseville Pottery Co., Zanesville, O. This line made such a decided hit with the trade, when it was first brought out, that the great demand for it necessitated its being produced in additional colors, and these are now being displayed by New York Manager F. D. Van Arsdale at the concern's salesroom, 621 Fifth Ave., corner of 50th Street. Among others, the line is featured in charming shades of Tangerine, blue, yellow, etc., in delightful shapes in low footed comforts, candlesticks, vases, baskets, lamp mounts and various other items. Baskets and other pieces with high peaked handles are exceptionally good, but as a matter of fact one could not pick out a single article in the complete line that is not good.

## Detachable Plate Handles

An article that has attracted considerable attention in nearly every specialty shop and department store where china and earthenware is sold is the detachable plate handles. There are times when there are a variety of odd plates in stock that are difficult to dispose of, not because they are out of style, but simply because they are odd numbers. These plates are readily made salable by the addition of the detachable plate handle, which immediately turns them into attractive cake baskets, sandwich trays, etc. Not only are these handles used on plates, but the up-to-date dealer has put them on compots, meat platters, glassware and silverware. The handles are made of Sheffield plate and have a wicker section in the center. Recently a great improvement has been made, and this article is now being turned out with a "closed grip" in place of the "forked grip" as formerly used, and yet, despite this improvement the newer style type will be put out at a lower price. There are three sizes made, small, medium and large, fitting seven, eight and ten inch plates respectively. A sample trial assortment of one dozen handles will convince any merchant of their salability as well as their efficient assistance in adding to the sale of plates.

These handles are made by the L. B. Smith Co., Boston, Mass. Inquiries should be addressed to Dept. T.

## New Wedgwood Productions

The "Rhodes" pattern, as illustrated on another page of this issue, is one of several very lovely new open stock Wedgwood earthenware dinnerware creations recently placed on view at the salesrooms of the American representatives for the line, Josiah Wedgwood & Sons, Inc., of America, 255 Fifth Avenue. This is shown on the beautiful and famous "Catherine" shape. The design is executed in bright underglaze enamels in shades of blue, green and subdued red. The decorated fruit handles add a most attractive finishing touch to the design. All the patterns have a distinct individuality, and are made still more desirable by being shown on exclusive models or shapes. Various new items in Queensware are also of especial interest. These consist of bowls, centerpieces, candlesticks, vases suitable for lamp mounts, and new flat-topped boxes with blue embossing. The collection of rich service plates is an attraction in itself, featuring a variety of delightful treatments in hand-painted, gold encrusted and paste gold effects in combination with the concern's beautiful powdered blue.

# MADDOCK & MILLER, INC. *and* HERMAN C. KUPPER

*Have jointly leased the*

## SHEPPARD KNAPP BUILDING

39-41 West 23rd Street *and* 20 West 24th Street

and will locate there in the  
near future.

¶ They will have several  
floors to sub-lease to  
dealers in the China and  
Glassware Trade who  
wish salesrooms in the  
heart of the New Up-  
town China and Glass-  
ware District.

¶ Floors will be divided  
to suit.

¶ Possession before or by  
May 1st.

CROSS & BROWN CO.  
175 Fifth Avenue

Real Estate Brokers  
Agents for the Building



# H. A. DIEHL

Moved to 24 West 23rd Street  
New York City

*Everything New*

Larger Quarters

Larger Lines

Lower Prices

Everything in Cut and Decorated Glassware from Punch Bowls to  
Individual Salts. Many Specials

## IN THE MAIL BAG

Under this heading is printed correspondence setting forth the views of members of the trade on any subject pertaining to the china, glassware and allied industries. Letters will be published absolutely without prejudice or criticism. No attention will be paid to letters not bearing signature of the writer. We invite correspondence from all our readers.

Editor CROCKERY & GLASS JOURNAL,  
92 West Broadway,  
New York.

Dear Sir:

Having attended the meeting of the American Manufacturers' Association, held at the New Willard Hotel in Washington, on January 30th and 31st, which was for furthering the interest of the American Valuation Plan, embodied in the Fordney Tariff Bill, I wish to state a few facts as I find them. First, the opposing parties of this measure have been so strongly organized and have done such effective work, that unless there is immediate and earnest effort put forth on the part of our industry and all other manufacturers, there is grave danger of the American Valuation Plan being defeated in the Senate.

I learned that one United States Senator, who personally favors the American Valuation Plan, when asked where he stood in regard to this measure, said: "I have 356 letters opposing the American Valuation Plan and 27 for it. What can I do? This shows what opposite forces have done in the way of communications with their Senators. It is the duty of every Glass and Pottery manufacturers, as well as every other manufacturer, who is interested in this measure, to write their Senator, if need be, call every employee, who is a voter, male or female, and the leaders of every Labor Organization or Industry and have them

also write to the Senator of their district, to see that this measure is passed. Immediate action should be taken, as I am informed that this measure is liable to come up for a vote before the Senate any day.

The great power behind the throne in the Anti-American Valuation Plan is not the merchant and the importer, as has been supposed, but the International Banker, whose safes are full of foreign paper, which is a foe worthy of reckoning with. And letters from thousands of employees who are voters, are far more effective than any delegation that can be sent to Washington, as thousands of letters from voters at home are bound to be given serious consideration by any Senator.

In an interview with Senator Pomerene of Ohio, he flatly stated he was against the American Valuation Plan. When asked why, his answer was "I am not in favor of creating monopolies." When asked for reasons, he stated that the Chamber of Commerce, of Cleveland, was against it. I said to Mr. Pomerene that we did not wish to create monopolies, but to create labor for our employees. It seems the thousands of workers in Cleveland are more vitally interested in the American Valuation Plan than the Chamber of Commerce and Senator Pomerene should be made to see it.

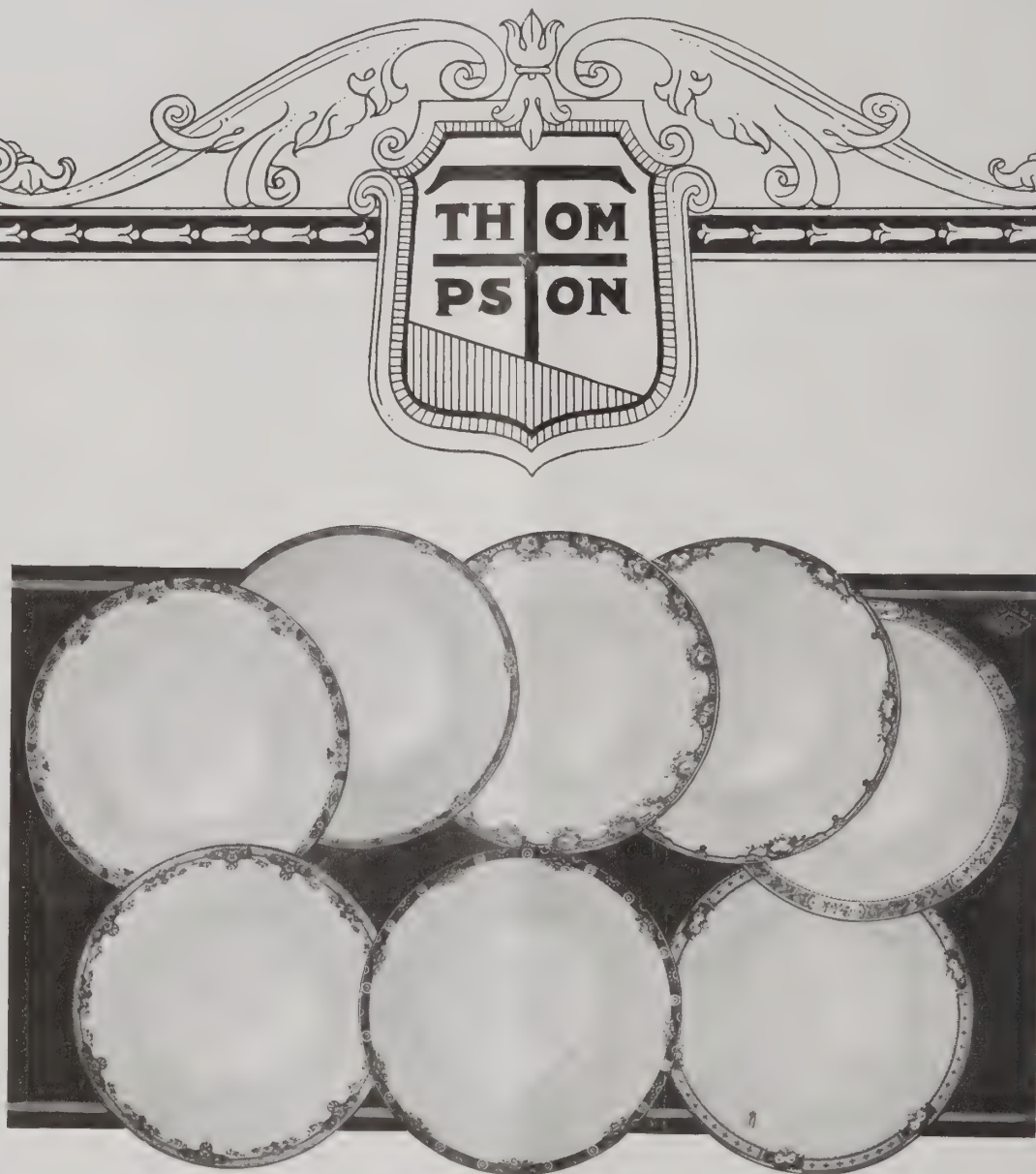
During this convention, which was composed of almost every line of agricultural and manufacturing industry, throughout the United States, speeches were made by a large number, all favoring the American Valuation Plan and a unanimous resolution was passed, favoring the Fordney bill.

Manufacturers should be urged that this is not the time to stand by and wait for it to be done, but see that it is done and the most effective weapon is the power of the vote of the wage earner.

Let them tell the Senators what they want.

Very truly yours,

E. W. HAMMOND.



A group of our best sellers in Border Patterns. Shown on the delectable "Aladdin" shape.

From a standpoint of attractiveness and quick turnover they are difficult to surpass.

They are proving ready profit makers for many stores throughout the country.

**THE C. C. THOMPSON POTTERY CO.**

*Manufacturing Potters*

White and Decorated Ware—Semi-Porcelain Dinnerware

**EAST LIVERPOOL, OHIO**

Rooms 545-46 at Chicago Show



# Do Our Shops Lack Individuality?

British Retailers Say That Large Stores in America Are Much Alike.  
They Admire Window Displays Here

INDIVIDUALITY is a feature of the English and French department stores, while the American stores follow a more or less standard form of layout and equipment, according to Oliver White and W. B. Bosker of the display fittings department of Frederick Sage & Co., Ltd., of London, who recently finished a several weeks' tour of this country as far west as Chicago and as far north as Toronto, Can., in the interests of their firm.

This condition is just the opposite in regard to the small shops, they said: "Small shops for the most part in London are similar in appearance and are not kept as clean and neat as those in America. The small shops in America are given more attention than the larger ones.

"When a stranger goes through one department store in America he can say almost that he has been through them all, as they are almost alike in appearance and layout. In London one store may be carried out in a Grecian design, another in a Louis period and others in various periods of architecture. A visit through each one re-

veals something different and creates an atmosphere of individuality.

"Window display work in this country is far superior to that in Europe. We were especially impressed with the magnificence of the windows at Marshall Field & Co. They are without a doubt the most beautiful in the world and give the store a world-wide reputation. Yet we do not think they are good merchandise windows. In fact we do not believe there are more than several hundred people in Chicago who could afford to buy the merchandise shown in them. The windows are good drawing cards, however, which may make up for the fact that they are not merchandise windows.

"We noticed in this country as well as in ours that beautiful backgrounds in windows are becoming a thing of the past and that merchandise windows are being used again. Several of the stores in this country go too far in using little merchandise in a window, when they place one suit or coat in a window. That is not merchandising and is not representative of any department."

## Henry Witte and Herman A. Diehl In New Quarters

Henry Witte and Herman A. Diehl, who have jointly occupied a salesroom at 7 West 24th street for some time past, removed this week to new and much more spacious quarters at 24 West 23rd street, where they occupy the entire third floor of the building.

Their handsome fixtures have been transferred to the new place and they have also added new ones to provide for the furnishing of the additional space they now occupy.

The place will easily rank among the most attractive salesrooms in the trade. As one enters from the elevator at the left of the room one is at once impressed with a fine sense of space and when once inside it is difficult to imagine how it could be made more pleasing.

The light mahogany mirrored fixtures and mirror-topped tables to match make a most advantageous background for the various lines of plain, cut and decorated glassware lines handled by both Mr. Witte and Mr. Diehl, in fact, the place is fairly ablaze with sparkling crystal and mirrors, the beautiful effect of which is intensified by an exceptionally fine lighting system.

Aside from display space, there is ample room provided for offices, stock and shipping rooms.

# Henry Witte

*Announces*

## HIS REMOVAL

*to*

## 24 West 23rd Street

(3rd Floor)

## NEW YORK

*And cordially invites  
inspection of many inter-  
esting items comprising  
his new lines for 1922*



Pattern A350  
Elite  
"Brown Betty"

## *An Old Favorite*

Many new patterns are born but comparatively few survive the test of time. The Brown Betty pattern here illustrated is one of those rare patterns that has continued to grow in favor as the years have passed. A simple design in brown, red, green and black—yet its popularity increases as time goes on and each succeeding year sees it in greater demand.

Many Crooksville patterns on the well known Elite and Columbia shapes are shown in our new pattern book. Ask for your copy today.

The  
Crooksville China Co.  
Crooksville, Ohio.

NEW YORK OFFICE  
200 FIFTH AVE.  
Guy Cooke, Representative  
EASTERN REPRESENTATIVE  
Harry J. Bennett, CROOKSVILLE, OHIO

CHICAGO OFFICE  
591 PALMER HOUSE  
J. E. Boring, Representative  
MAIN OFFICE AND FACTORY  
CROOKSVILLE, OHIO

"Satisfied Customers Keep Us Busy"



# Business Prosperity in U. S. Depends Upon Permanent World Peace

EDWARD A. FILENE, President of William Filene's Sons, Boston, sets forth, in *The World*, conclusions based upon a study of European conditions and their bearing upon American industry:

1. We have millions of unemployed in the United States.

2. We have greater surpluses and greater producing ability than ever before in the United States.

3. Europe needs our surpluses and our producing ability more than ever before.

4. If we could sell freely to Europe we could put our unemployed back at work and have great prosperity.

5. But Europe is poor as the result of the war and can only buy on long term credits.

6. Long term credits are impossible unless the danger of new wars in Europe is lessened and important reductions in armaments brought about.

7. But reduction of armaments is impossible unless there are adequate guarantees of the protection for which armaments are intended.

8. Such guarantees, satisfactory to the citizens of any nation, cannot be furnished except by an association of nations of which every important sea or land power is a part. Lack of co-operation by any one of the great nations is fatal.

9. Because one great Nation, the United States, is out of the present Association of Nations, there are being formed in Europe today new balances of power among the nations.

10. Balances of power are dependent on military strength and must result in new rivalries in armaments.

11. Therefore if the Washington Conference really brings about a reduction of armaments it will furnish the guarantee of protection necessary before any large or small nation will effectively reduce its own armaments.

12. If this guarantee is furnished, then the strong Balkan nations can devote their power to the development of their great agricultural wealth and cease the present economic wars that threaten to bring on new military wars.

13. If this guarantee is given, then France can afford to take the risk of a Germany strong enough industrially to be able to pay the indemnities.

14. If the Balkans, and France and Germany are really at peace again, the outlook for world peace will be good and we in the United States will be able to sell our goods to Europe without undue risks on long term credits.

15. Selling our surpluses and other goods to Europe will make a better demand all over the world for our production, and will therefore put our unemployed back to work and bring us great prosperity.

## Political and Economic Undercurrents

We Americans had but little time to study and analyze and understand the intricate political and economic currents of Europe. Today permanent peace and prosperity depend upon the understanding and direction or damming of some of these powerful currents, and when once we understand that these facts underlie our business prosperity the American will to deal adequately with them cannot fail to assert itself.

There are political adjustments that must precede the economic adjustments; but the economic adjustments must be understood in order to make the political adjustments possible.

## The Business War in Europe

The fear of a war to come, which we observe throughout Europe, a fear which makes each nation arm itself for defense, is having a direct, harmful effect on American business.

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## Fine Time in Store for Association Banqueters.

It will be well to fix February 15th the date of the thirtieth annual banquet of the Salesmen's Association, to be held at the Hotel Astor, definitely in mind, for if the present plans of the banquet committee, of which Wm. S. Pitcairn is chairman, carry, and there is every reason to believe that they will, it is going to be an evening of genuine enjoyment.

The present arrangements provide for not more than three well-known after-dinner speakers, any one of which would be a most worth-while attraction by himself, and several other features, which must be kept a secret until the night of the affair. We can say this much, however, and that is that anyone who attends will not be disappointed.

Prof. Baker's orchestra, under the leadership of T. Arthur Baker, which has furnished the music for the

occasion for several years past, has again been engaged, which is a guarantee that there will be nothing lacking as far as the musical program is concerned.

Six dollars includes everything. The delicious menu served by the Astor is alone worth the price of the tickets.

Tickets may be obtained through members of the committee as follows: Wm. S. Pitcairn, 104 Fifth Ave.; Howard R. Handy, 920 Broadway; Julius Rosenfeld, 14 West 23rd Street; E. W. Hammond, 10 West 23rd Street; F. Calvin Demarest, 90 West Broadway; J. Meridith Miller, 54 Murray Street; Harry P. Muirheid, 310 Roseville Ave., Newark, N. J.; Wm. C. Lynch, East Liverpool, O.; Herman A. Diehl, 7 West 24th Street; D. Carlton Tracy, 16th Street and Irving Place, and Henry Bigart, 37 East 18th Street.

BOSTON OFFICE  
417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

## BOSTON NEWS NOTES

**A**WISE Providence has dictated that many of the inventories shall be taken during the weeks of the Pittsburgh show, so with the return of buyers Boston is gradually resuming normalcy. Among those who have returned during last week are W. H. Childs, with Jones, McDuffee & Stratton Corp.; C. J. Robinson, with Jordan Marsh Co.; James Leary, with Houghton & Dutton Co.; M. A. Lovell, representative for the United States Glass Co., and Murt S. Wallace, well known manufacturers' agent. The last two also spent several days visiting the factories they represent in and around Pittsburgh. Michael J. Ryan, with the Mitchell Woodbury Co., was in Boston for a day or two after a week in Pittsburgh, and returned to the Smoky City for a few days longer.

Joseph Wallace of the Morandi-Proctor Co., dealers in hotel supplies, has been appointed manager of the china, glass and silverware department, to take the place of John B. Hanlon, who died a week ago, after a short illness. Mr. Wallace has been with the company but a year. He was for fourteen years in the hotel department of the Jones, McDuffee & Stratton Corp. While he is still a young man, he is well known in the trade and is considered a very able man.

George A. Granville, of 111 Summer St., who represents the A. H. Heisey & Co. line, the Camden City Cut Glass Co. line of light cuttings and the Knowles, Taylor & Knowles dinnerware, has found it to his advantage to enlarge his already spacious office in the Regal building. During the next week he will take over an office next to his room and will have the partition taken out, giving him one of the largest salesrooms in the city.

Casey, Sheldon and Foster, dealers in house furnishings, have moved from their quarters, 165 High St., and are now located in spacious and light offices at 60 India St., where they are displaying a number of new lines. They are specializing in the "Rome" goods and "Polar" ware and are planning to carry a stock in Boston for the convenience of their New England customers. Added to their line are Duplex fireless cookers in a variety of numbers and an extensive but popular priced line of wooden ware. They are also showing galvanized ice cream freezers and meat choppers, asbestos toasters and mats, and are also stocking the "Colonial" line of portable electric and gas lamps, which makes a very interesting display.

Robert W. Corey, the former well-known representative for the Mitchell Woodbury Co., with whom he was associated for fifteen years, now has everything in apple pie order in his new quarters in rooms 114 and 116, Young's Hotel, where he recently opened up as a manufacturers' representative. He has fitted the place up most attractively, and with such well-known lines as the Steubenville Pottery Co., Bryce Bros. Glass Co., the Ohio Pottery Co. and his ability and extensive following in the trade, he is assured of great success in his undertaking. The entrance room is devoted to the Steubenville line, which is creating quite a sensation with its beautiful and unusual decorative treatments, in addition to featuring a new shape, the "Windsor," which has made a most favorable impression in the trade. The adjoining room is given over to the display of the Bryce Bros. line. This is also a revelation in many respects, bringing out as it does, some very refreshing ideas in artistic glassware that is quite in a class by itself. In addition to the above, Mr. Corey is also showing some attractively priced Boudoir lamps. Altogether the display is one the buyer should not miss seeing.

### "Granulite" May Replace Sand as Glass Base

Luke Knowles, the well known clay distributor, Trenton, N. J., who has been spending some time in this district, has something new for the glass trade in the way of "Granulite," an imported mineral which, it is claimed, will do away with the use of sand as a base for glass. Only a very small percentage of potash and soda is to be used in manufacturing glass when this mineral is substituted for sand. "It is practically glass when it is melted itself," declared Mr. Knowles in telling of the new mineral, which is being imported exclusively by his office.

*Thirty-four*

### A Plan That Keeps Your Head Clear

Here's a very childish plan that works—a plan that keeps your head clear during this readjustment. Merely make up your mind that all the big fundamentals are right and that nothing else matters. Personally, I have turned my proxy over to the all wise—I haven't sense enough to vote these current issues anyhow.

Get one thing clearly in mind, namely, that nothing is happening by chance. Nothing, taking place now, is accidental. Somewhere there is a big Scheme and a Plan. Somebody comprehends all this and is working it out. Somewhere there is a head older than time, Who knows His business.



## BUYERS IN NEW YORK

## JANUARY 26, 1922

- D. Horn, house furnishings, Hecht Co., Baltimore, Md., 1160 Broadway (care Baer & Lilienthal).  
 H. E. Kline, china, Watt & Shand, Lancaster, Pa., 432 4th Ave.  
 J. A. Donovan, china, A. B. Sutherland Co., Lawrence, Mass., 432 4th Ave.  
 W. T. Mitchell, house furnishings, china and toys, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.  
 K. M. Riordan, house furnishings, James H. Bunce Co., Middletown, Conn., 404 4th Ave.  
 J. M. Williams, house furnishings and china, J. Williams & Co., Albany, N. Y., Breslin.  
 W. B. Shockley, house furnishings, J. B. Ivey & Co., Charlotte, N. C., Pennsylvania.  
 G. Lang, mdse. manager, Joske Brothers, San Antonio, Texas, 352 4th Ave.

## JANUARY 27, 1922

- Mr. Libbey, house furnishings, Mr. McKern, potteries and glassware, Gilchrist Co., Boston, Mass., 200 5th Ave., Room 602.  
 C. J. Carew, toys, Faris-Walker Los Angeles Calif. 115 West 30th St., (Weill & Hartman).  
 R. P. Campbell, general mdse., R. P. Campbell, Marlin, Texas, Collingwood.  
 W. T. Mitchell, house furnishings, toys and china, Stewart D. G. Co., Louisville, Ky., 16 West 39th St.

## JANUARY 28, 1922

- Mr. McKeon, pottery and glassware, Mr. Libbey, house furnishings, Gilchrist Co., Boston, Mass., 200 5th Ave. Room 602.  
 J. K. Herbst, general mdse., Herbst Dept. Store, Fargo, N. D., 116 West 32nd Street (A. Mincer).  
 A. Jassman, house furnishings and china, Meier & Frank, Portland, Ore., 212 5th Ave., 19th Floor.  
 J. Brunner, house furnishings and crockery, The Bon Marche, Seattle, Wash., 225 5th Ave. (Retail Research Association).  
 J. J. Musser, general mdse., Grader Merc. Co., Durango, Colo., Pennsylvania.  
 Ernest M. Luther, house furnishings, B. Lowenstein & Bros., Memphis, Tenn., 116 West 32nd St., Room 311.  
 H. B. Morris, house furnishings, M. Sellers & Co., Seattle, Wash. 395 Broadway.

## JANUARY 30, 1922.

- J. C. Hail, general mdse., Hail D. G. Co., Batesville, Ark., 256 Church Street.  
 W. H. Brittain, mdse. manager, J. M. High Co., Atlanta, Ga., 120 West 32nd Street (A. Fantl).  
 G. Fowler, house furnishings, Fowler-Dick & Walker, Binghamton, N. Y., 6 West 32nd Street.  
 C. Rossner, toys, Emery, Bird, Thayer D. G. Co., Kansas City, Mo., 25 Madison Avenue.  
 R. E. Anderson, house furnishings, Daniels & Fisher Stores Co., Denver, Colo., 35 West 39th Street (P. A. Shank).  
 J. B. Jones, mdse. manager, Crowley, Milner Co., Detroit, Mich., 120 West 32nd Street (A. Fantl).  
 A. Jasman, china, glassware and house furnishings, Meier & Frank Co., Portland, Ore., 212 5th Avenue, Room 1907.  
 F. A. Walker, toys and house furnishings, Weinstock, Lubin Co., Sacramento, Calif., 225 5th Avenue (Retail Research Assn.).  
 A. Hellenthal, house furnishings, china, The Bon Marche, Seattle, Wash., 225 5th Avenue (Retail Research Assn.).  
 J. Boisvert, house furnishings and china and toys, Davidson Bros., Sioux City, Ia., 1150 Broadway (Baer & Lilienthal).  
 F. C. Holzschue, toys, Townsend, Wyatt & Wall D. G. Co., St. Joseph, Mo., 220 5th Avenue (F. Atkins).  
 H. Moorehouse, mdse. manager, Halle Brothers, Cleveland, Ohio, 220 5th Avenue, care F. Atkins.

H. B. Morris, toys, china and crockery, M. Seller & Co., Seattle, Wash., 43 Leonard Street.

F. J. Miller, china, G. Sommers & Co., St. Paul, Minn., 395 Broadway.

E. Kleinstiver, house furnishings, toys, china and glassware, Herman Strauss Co., Louisville, Ky., care Wm. Gross, 370 7th Avenue.

L. A. Artieres, toys, O'Connor, Moffatt & Co., San Francisco, Calif., 432 4th Avenue.

Max Crueson, houseware and china, Cohn, Hinkel Co., Wichita, Kans., 115 West 30th Street.

## JANUARY 31, 1922

J. H. Schoenberg, foreign toys, Rothschild Co., Chicago, Ill., 448 4th Ave.

R. S. Moore, housefurnishings, Emery-Bird-Thayer Dry Goods Co., Kansas City, Mo., 25 Madison Ave.

H. A. Koll, housefurnishings, crockery, glassware and china, A. Hamburger & Sons, Los Angeles, Cal., 225 5th Ave. (I. S. Farian).

W. T. Mitchell, housefurnishings, toys and china, Stewart Dry Goods Co., Louisville, Ky., 16 West 39th St.

J. Cross, housefurnishings, Hammel Dry Goods Co., Mobile, Ala., 1150 Broadway (Baer & Lilienthal).

R. E. Anderson, housefurnishings, Daniel & Fisher, Denver, Colo., 35 West 39th St.

C. B. House, china and glassware, Jones Store Co., Kansas City, Mo., 23 East 26th St., care Knott.

G. J. Blass, merchandise manager, Gus Blass Co., Little Rock, Ark., 6 West 32nd St.

J. E. Driscoll, housefurnishings, C. M. Guggenheimer Co., Lynchburg, Va., Kirby, Block & Fisher, 352 4th Ave.

A. Jasman, housefurnishings, crockery, china and glassware, Meier & Frank, Portland, Ore., 212 5th Ave.

J. F. O'Brien, china, cut glass and housefurnishings, The Cohen Co., Richmond, Va., 1150 Broadway. Baer & Lilienthal.

Mr. Hellenthal, housefurnishings and china, The Bon Marche, Seattle, Wash., 225 5th Ave.

Mr. Boisvert, cut glass and china, Davidson Bros. Co., Sioux City, Ia., 1150 Broadway. Baer & Lilienthal.

Miss L. Langhauser, gifts, Stix Baer & Fuller Dry Goods Co., St. Louis, Mo., 1107 Broadway.

E. Hague, toys, L. H. Field & Co., Jackson, Mich., Latham.

W. C. Garrison, general merchandise, The Berwick Stores, Berwick, Pa., Martinique.

G. J. Wagner, toys, J. N. Adams Co., Buffalo, N. Y., 16 West 39th St.

Miss Unger, glassware, Mandel Bros., Chicago, Ill., 13 East 22nd St., 12th floor.

## FEBRUARY 1, 1922

Miss Pickering, lamps, R. H. White & Co., Boston, Mass., 432 4th Ave.

W. Neyhard, housefurnishings and glassware, Miller, Rhodes & Schwartz, Norfolk, Va., 432 4th Ave. (Dry Goods Union).

D. McCarthy, toys, housefurnishings, Rike-Kumler Co., Dayton, O., 225 5th Ave. (Retail Research Association).

H. C. Hall, housefurnishings, crockery and glassware, Duluth Glass Block Store, Duluth, Minn., 200 5th Ave.

G. Gensler, toys, Meier & Frank, Portland, Ore., 212 5th Ave., 19th floor.

W. R. Hume, housefurnishings, Woodward & Lathrop, Washington, D. C., 334 4th Ave.

C. W. Neyhard, housefurnishings and glassware, Miller, Rhodes & Schwartz, Norfolk, Va., 432 4th Ave.

I. H. Grav, toys, Gray-Reid & Wright Co., Reno, Nev., 352 4th Ave. Kirby, Block & Fisher.



# CHICAGO EXHIBIT

## OF

# GLASS-POTTERY-LAMPS

# & HOUSE FURNISHINGS

February 6<sup>th</sup> to 18<sup>th</sup> 1922  
at the Hotel Morrison, Chicago

### BUYERS!

Printed below are the names of exhibitors who have contracted to date to show their lines at the Chicago Exhibit, to be held Feb. 6th to 18th at the Morrison Hotel, Chicago. This is the greatest combined display of these lines ever made in this country. Come to Chicago in February and place your orders under the most favorable buying conditions which have ever been offered to you. Don't forget the date—

*February 6th to 18th*

### EXHIBITORS

Abbey Studios  
Acme Corp.  
Adler Mfg. Co.  
Advance Wood Turning Co.  
Aladdin Mfg. Co.  
Albright China Co.  
Aladdin Industries  
Aluminum Cooking Utensil Co.  
Aluminum Goods Mfg. Co.  
Aluminum Products Co.  
American Aluminum Ware Co.  
American Clay Products Co.  
Armiger Chemical Co.  
Art Lamp Mfg. Co.  
Atlantic Stamping Co.  
Beaver Valley Glass Co.  
Beh & Co.  
Bellaire Enamel Co.  
Benjamin Electric Mfg. Co.  
Benjamin & Leipzig  
Berghoff Importing Co.  
L. Bernardaud & Co.  
Sam E. Bernstein Co.  
L. Block & Co.  
Geo. Borgfeldt & Co.  
Boston Sculpture Co.  
Geo. H. Bowman Co.  
Brinsmaid & Co.  
Bronze Statue & Mfg. Co.  
Brown-Reddrop Co.  
Bryce Bros.  
Brush-McCoy Pottery Co.  
Buffalo Mfg. Co.  
Butler Bros.  
Cambridge Glass Co.  
Canonsburg Pottery Co.  
Carrollton Pottery Co.  
Cataract-Sharp Mfg. Co.  
C. & C. Cut Glass Co.  
N. D. Cederborg Co.  
Central Cut Glass Co.  
Central Glass Works  
Central Specialty Mfg. Co.  
Century Cut Glass Co.  
Chicago Flexible Shaft Co.  
Chicago Lamp & Fixture Co.  
Chicago Lighting Fixture Co.  
Cincinnati Artistic Wrought Iron Co.  
Cincinnati Galvanizing Co.  
Classique Studios  
Cleveland Metal Products Co.  
Colonial Lamp & Fixture Co.  
Co-Operative Flint Glass Co.  
Crest Company  
Crooksville China Co.  
Crown Cut Glass Co.  
Cudahy Packing Co.  
Charles V. Daiger Company  
Garden & Cox  
Darrat & Conway Cut Glass Co.  
Jesse A. Dean & Co.  
Dearborn Duster Co.  
The Dearborn Co.  
H. A. Diehl

Drepper & Westheimer  
Duncan & Miller Glass Co.  
Warren H. Dunn  
East Liverpool Potteries Co.  
Ebenezer Cut Glass Co.  
Economy Tumbler Co.  
Elgin Stove & Oven Co.  
Empire Transformer Co.  
Enterprise Aluminum Co.  
S. W. Farber  
Farber Bros.  
Federal Glass Company  
Fenton Art Glass Co.  
J. B. Finn  
Fischer Cut Glass Co.  
James E. Flanagan Pottery Co.  
Fostoria Glass Co.  
S. Franklin & Co.  
Frontier Cut Glass Co.  
Joseph Friedman  
H. C. Fry Glass Co.  
James P. Gordon  
Gordon Glass Co.  
Graham & Zenger  
Greenwald Novelty Co.  
Guernseyware Co.  
Hallgren Mfg. Co.  
Hazel-Atlas Glass Co.  
A. H. Heisey & Co.  
Helm & Soukup  
S. Herbert Cut Glass Co.  
Michel Hesse & Co.  
Hinkle-Leadstone Co.  
Hirsch-Malgood Co.  
Hocking Glass Co.  
Wm. A. Hodges & Co.  
H. E. Hooker Co.  
Hopewell China Corp.  
Housefurnishing Journal  
Huntington Tumbler Co.  
Hall China Co.  
Hamilton Ross Shade Factory  
Hartman-Malcom Co.  
Haviland & Abbott Co.  
Ideal Cut Glass Co.  
Illinois Pure Aluminum Co.  
Imperial Glass Company  
Indiana Aluminum Ware Co.  
Iona Cut Glass Co.  
Ira A. Jones Co.  
Jeannette Glass Co.  
D. C. Jenkins Glass Co.  
Johnson-Carlson Cut Glass Co.  
Johnson-Meyer Co.  
Ira A. Jones Co.  
Jones, McDuffee & Stratton Corp.  
M. Kamenstein  
Kaplan, Inc.  
Frank M. Katz Co.  
Kernes Mfg. Co.  
Kerr Wire Products Co.  
Kewaskum Aluminum Co.  
E. J. Knapp Candle & Wax Co., Inc.  
Edwin M. Knowles China Co.  
The Knowles, Taylor & Knowles Co.

Charles F. Koempel  
Koscherak Bros.  
Kranz & Sell  
A. Kreamer, Inc.  
Lafayette Stamping & Enamel Co.  
Lancaster Glass Co.  
Landers, Frary & Clark  
Homer Laughlin China Co.  
Lazarus & Rosenfeld  
Francis Leffler  
Lehman Bros.  
Levinson Bros.  
Lippincott Cut Glass Co.  
Cyril A. Lowe & Co.  
Max Loewenstein  
Luzerne Cut Glass Co.  
Manning, Bowman & Co.  
Marcus S. Kopf  
Marion Glass Mfg. Co.  
Martin's Mercantile Co.  
Maryland Glass Co.  
Massillon Aluminum Co.  
McNicoll-Corns Co.  
D. E. McNicol Pottery Co.  
McAnulty Co.  
Mitchell Woodbury & Co.  
McAnulty Co.  
Metal Ware Corporation  
W. G. Minnemeyer  
Alfred G. Momont  
Mulvaney Art Studios  
Mutual China Corp.  
National China Co.  
National Lamp Mfg. Co.  
National Pottery Co.  
New Martinsville Glass Mfg. Co.  
Earl W. Newton & Associates  
Nichthaus & Levy  
Wm. R. Noe & Sons  
Northwestern Expanded Metal Co.  
H. Northwood Co.  
Novelty Mfg. Co.  
Ohio Pottery Co.  
W. C. Owen  
Paden City Pottery Co.  
Parcholite Co.  
Perkins & Jones  
Peru Basket Co.  
Phoenix Glass Co.  
W. S. Pitcairn Corp.  
Pompeian Bronze Co.  
Pope-Gosser China Co.  
Charles A. Postley & Son  
Potomac Glass Co.  
Potter's Co-Operative Co.  
Pyrex Sales Division (Corning Glass Work)  
Quaker City Cut Glass Co.  
Harper J. Ransburg Co.  
H. E. Rainaud Co.  
W. C. Redmon Sons Co.  
Red Wing Stoneware Co.  
Republic Stamping & Enameling Co.  
Ritter Can & Specialty Co.

John Ritzenthaler Co.  
Riviere Brass & Bronze Co.  
Roseville Pottery Co.  
Rowland & Marsellus  
Royal Art Glass Co.  
Royal Metal Mfg. Co.  
Samoline Corp.  
D. Saunders Mfg. Co.  
Saxon China Co.  
Schaffer Tinware Mfg. Co.  
Leo Schlesinger & Co.  
Schlueter Mfg. Co.  
H. W. Schmidt Picture Frame Co.  
Searls Mfg. Co.  
E. H. Sebring China Co.  
Sebring Pottery Co.  
Seneca Glass Co.  
Sheboygan Aluminum Co.  
Sherwood Bros.  
Shirley Studios  
Lewis H. Simpson & Co.  
Stadler Photographing Co.  
Sterling Glass Co.  
Steuben Glass Works  
Steubenville Pottery Co.  
J. H. Stouffer Co.  
Paul A. Straub Co.  
Susquehanna Cut Glass Co.  
Taylor, Smith & Taylor  
C. C. Thompson Pottery Co.  
F. B. Tinker  
John W. Trenck & Son  
Tribble Cordage Mills  
Turchin Novelty Mfg. Co.  
Uhl Pottery Co.  
United States Glass Co.  
Venetian Art Lamp Co.  
J. H. Venon, Inc.  
Vodrey Pottery Co.  
Wabash Basket Co.  
Wabash Shade Co.  
Wagner Mfg. Co.  
Wapak Hollow Ware Co.  
Edmonson Warrin  
Well-Ransom Co.  
S. A. Weller  
Wellsville China Co.  
West Bend Aluminum Co.  
West End Pottery Co.  
Western Tube & Wire Co.  
Weston Glass Co.  
Westmoreland Specialty Co.  
George R. West & Sons  
Wheeling Decorating Co.  
H. B. Whitney  
Witt Cornice Co.  
Ernest Wolf, Inc.  
H. R. Wyllie China Co.  
R. H. Yarwood  
Zanesville Stoneware Co.  
Zane Pottery Co.

1-9-12

For further information address the Glass, Pottery, Lamps and House-Furnishings Association (Not for Profit), 403 Ellsworth Bldg., Chicago.



# Big Chicago Exhibit Opens Next Week

THE first annual Chicago Exhibit of Pottery, Glass, Lamps and Housefurnishings will open at the Morrison Hotel next week on February 6 and close on February 18. There is just one feature of the big Chicago show upon which the success of the event hinges. The Chicago association has done its work well, more exhibit rooms have been sold for this show than for any previous exhibit of similar lines. Enthusiasm has run high for several months past and the manufacturers have not been slow to take up the exhibit rooms offered. The remaining uncertain factor is the buying power of the buyers who attend the show. Already hundreds of buyers have announced their intentions of visiting the exhibit, but their attendance alone will not be enough to make the show successful from the exhibitors' standpoint. Their orders at the close of the show will better tell the tale. While this exhibit is a new venture for Chicago, there will be little lacking in the extent and scope of the merchandise that will be offered for sale. The biggest potters and the biggest glass manufacturers will show their lines—many of them never before displayed at any similar exhibit. In addition to this the most prominent lamp and housefurnishings manufacturers will be on hand with their lines. Before the opening of the show the entire allotment of nine floors of rooms will have been sold. Applications are now in the secretary's office in Chicago for more rooms than are available. In other words, some of the late applicants may not have a room assigned to them for lack of hotel space.

The latest room reservation list follows:

## BALCONY FLOOR

B1.....	Lazarus & Rosenfeld
B2.....	Imperial Glass Company
B3.....	Geo. Borgfeldt & Co.
B4.....	New Martinsville Glass Mfg. Co. Lewis H. Simpson & Co.
B5.....	Geo. H. Bowman Co.
B6.....	Art Lamp Mfg. Co.
B7.....	Koscherak Bros.
B8.....	Rowland & Marsellus

## THIRD FLOOR

301.....	United States Glass Co.
303.....	Edwin M. Knowles China Co.
305.....	The Knowles, Taylor & Knowles Co.
308.....	Economy Tumbler Co.
310.....	E. M. Meder
312.....	Ira A. Jones Co.
314.....	Homer Laughlin China Co.
316.....	Pope-Gosser China Co.
318.....	Seneca Glass Co.
320.....	Susquehanna Cut Glass Co.
331.....	Hopewell China Corp.
338.....	Luzerne Cut Glass Co.
339.....	Cambridge Glass Co.
341.....	Red Wing Stoneware Co.
342.....	Shirley Studios
344.....	Potomac Glass Co.
345.....	C. & C. Cut Glass Co.
346-7.....	Central Cut Glass Co.

## FOURTH FLOOR

01.....	F. B. Tinker
03.....	Harper J. Ransburg

405.....	Central Glass Works
407.....	Maryland Glass Co.
408.....	Jeannette Glass Co.
409.....	Co-operative Flint Glass Co.
410.....	James P. Gordon
427.....	Marion Glass Mfg. Co.
428.....	Hazel-Atlas Glass Co.
429-R.....	Warren H. Dunne
431.....	Helm & Soukup
432.....	Wheeling Decorating Co.
433.....	Johnson-Carlson Cut Glass Co.
434.....	Ernest Wolf, Inc.
435.....	Century Cut Glass Co.
436.....	W. G. Minnemeyer (Hocking Glass Co.)
437.....	H. B. Whitney (Portable Department)
438.....	Phoenix Glass Co.
439.....	D. Saunders Mfg. Co.
440.....	Alfred G. Moment
441.....	Perkins & Jones
442.....	Federal Glass Co.
443-4.....	Brinsmaid & Co.
445-6-7.....	H. C. Fry Glass Co.

## FIFTH FLOOR

501-2.....	W. S. Pitcairn Corp.
503.....	Crooksville China Co.
504.....	Taylor, Smith & Taylor
505.....	Brush-McCoy Pottery Co.
506.....	American Clay Products Co.
507.....	Carrollton Pottery Co.
508.....	Guernseyware Co.
509.....	James E. Flanagan Pottery Co.
510.....	Canonsburg Pottery Co.
511.....	Paul A. Straub Co.
512.....	Wellsville China Co.
514.....	J. H. Stouffer Co.
514-A.....	West End Pottery Co.
515.....	Ohio Pottery Co.
516.....	East Liverpool Potteries Co.
517.....	Boston Sculpture Co.
518.....	Sherwood Bros.
519-20.....	Roseville Pottery Co.
525.....	Chas. F. Koempel
526.....	Stadler Photographing Co.
527.....	Albright China Co.
530.....	H. R. Wyllie China Co.
531.....	Paden City Pottery Co.
532-3.....	Mutual China Co.
534.....	N. O. Cederborg Co.
535-6.....	Steubenville Pottery Co.
537.....	Zanesville Stoneware Co. National Pottery Co. Uhl Pottery Co. Edward J. Knapp Candle & Wax Co.
538.....	Zane Pottery Co.
539.....	Hall China Co.
540.....	Vodrey Pottery Co.
542.....	McNicol-Corns Co.
543-4.....	E. H. Sebring China Co.
545-6.....	C. C. Thompson Pottery Co.
547.....	Potters' Co-operative Co.

## SIXTH FLOOR

601-2.....	Wm. R. Noe & Sons
603-4.....	Darden & Cox
605-6.....	Adler Mfg. Co.
607.....	Levinson Bros.
608.....	Michel Hesse & Co.
609.....	Brown-Reddrop Co.
614-14A.....	Westmoreland Specialty Co.
615.....	Drescher & Wertheimer
616.....	Royal Art Glass Co.
617.....	Greenwald Novelty Co.
625.....	Colonial Lamp & Fixture Co.
629-R.....	Pompeian Bronze Co.
630.....	Mulvaney Art Studios

631.....	Cincinnati Artistic Wrought Iron Co.
632-3.....	Kernes Mfg. Co.
634.....	Turchin Mfg. Novelty Corp.
635-6.....	Parcholite Co.
637-8.....	Chicago Lamp & Fixture Co.
639.....	Hartmann-Malcolm Co.
643.....	Hamilton Ross Shade Factory
644.....	Advance Wood Turning Co.
645-6.....	Charles V. Daiger Co.
647.....	Riviere Brass & Bronze Co.

## SEVENTH FLOOR

701.....	Manning, Bowman & Co.
702.....	Aluminum Cooking Utensil Co.
703.....	Aluminum Products Co.
704.....	Kewaskum Aluminum Co.
705.....	Sam E. Bernstein Co.
706.....	Schlueter Mfg. Co.
707.....	Benjamin & Leipzig
708.....	Wm. A. Hodges & Co.
709.....	Leo Schlesinger & Co.
710.....	Schaffer Tinware Mfg. Co.
711.....	Dearborn Co.
712.....	West Bend Aluminus Co.
714.....	Cleveland Metal Products Co.
714-A.....	S. Franklin Co.
715.....	Empire Transformer Co.
716.....	Witt Cornice Co.
717-8.....	C. A. Postley & Son
721.....	Central Specialty Mfg. Co.
725.....	Kerr Wire Products Co.
726.....	Armiger Chemical Works
727.....	Weil-Ransom Co.
728.....	Berghoff Importing Co.
729.....	Novelty Mfg. Co.
729-I.....	Wapak Hollow Ware Co.
729-O.....	Aagaaid Distributing Corp.
729-R.....	H. E. Hooker & Co.
731.....	Lehman Bros.
732.....	Tribble Cordage Mills
733.....	Martin's Mercantile Co.
734.....	W. C. Redmon, Sons Co.
735.....	H. W. Schmidt Picture Frame Co.
736.....	Bellaire Enamel Co.
737.....	S. W. Farber
	Marcus S. Kopf
738.....	Nichthaus & Levy
739.....	Cincinnati Galvanizing Co.
741.....	Metal Ware Corporation
744.....	Massilon Aluminum Co.
745-6.....	Butler Bros.
747.....	Dearborn Duster Co.

## EIGHTH FLOOR

801-2.....	Aluminum Goods Mfg. Co.
803.....	Atlantic Stamping Co.
804.....	A. Kreamer, Inc.
805.....	Beh & Co.
806.....	Max Loewenstein
807.....	Peru Basket Co.
808.....	Wabash Basket Co.
809.....	Benjamin Electric Mfg. Co.
810.....	Royal Metal Mfg. Co.
811.....	Landers, Frary & Clark
812.....	Illinois Pure Aluminum Co.
814-5-A.....	Pyrex Division, Corning Glass Works
816-7.....	Farber Bros.
818.....	Frank M. Katz Co.
826.....	Housefurnishings Journal
830.....	Cudahy Packing Co.
831.....	John Ritzenthaler
832.....	Republic Stamping & Enameling Co.
833.....	Acme Corporation
834.....	McAnulty Co.
835.....	Searls Mfg. Co.
836.....	Indiana Aluminum Ware Co.
837.....	Samoline Corp.
838.....	Wagner Mfg. Co.
839.....	Lafayette Stamping & Enameling Co.
841.....	Chicago Flexible Shaft Co.
843-4.....	Joseph Friedman
846.....	Aladdin Industries
847.....	M. Kamenstein

## NINTH FLOOR

901-2.....	Fostoria Glass Co.
903-4.....	Duncan & Miller Glass Co.
905-6.....	S. Herbert Cut Glass Co.
907.....	James P. Gordon
908.....	Hirsch-Malgood Co.
909.....	A. H. Heisey & Co.
910.....	D. E. McNicol Pottery Co.
911.....	Bryce Bros.
912.....	Haviland & Abbott Co.
	Jesse Dean, Inc.
914-14A.....	Geo. R. West & Sons
915.....	H. Northwood Co. (Kelly & Reasner)
916-17.....	D. C. Jenkins Glass Co.
918-19.....	Hallgren Mfg. Co.
920-21.....	J. H. Venon
922-3.....	S. A. Weller
925.....	D. E. McNicol Pottery Co.
926-7-8.....	Mitchell, Woodbury & Co.
929.....	Lippincott Cut Glass Co.
930-31.....	Saxon China Co.
932-3.....	National China Co.
934.....	Enterprise Aluminum Co.
935-6.....	Sebring Pottery Co.
937-8.....	L. Bernadaud & Co.
939.....	Edmonson Warrin
940.....	Fischer Cut Glass Co.
943-4.....	National Lamp Mfg. Co.
945-6.....	Wabash Shade Co.

## UNASSIGNED

Indiana Glass Co., Paul Richter Co., Smith-Phillips China Co., A. H. Bien, Steinfeldt Bros., Hinkle-Leadstone Co., Polychrome Art Works, Stephenson's, Mutual Lamp Mfg. Co. Geo. Wittbold Co., Lotus Cut Glass Co., Borin Mfg. Co. Patton Studios, C. W. Clewell, Graham & Zenger, Lamt Bros. & Greene, Steuben Glass Works, John W. Trenck Jefferson Glass Co., Liberty Gauge & Instrument Co., H Marshall, Daison Mfg. Co., American Specialty Co., Russakov Can Co., Peerless Light Co., Eagle Wood Turning Co., John Dicks & Co., Artistic Wood Turning Co., Marquette Lamp Co., Pilkington Mfg. Co.

## STEPHENSON

Manufacturers of everything in

## Wrought Iron

Lamps Console Tables

Mirrors

Ferneries Bowl Stands

Bird Cage Holders

## STEPHENSON

313 S. Clinton St.

CHICAGO



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE Glass, Pottery, Lamp and Housefurnishings Association of Chicago held their final meeting before the opening of the big Chicago exhibit on Thursday of last week at the Morrison Hotel. Following the reading of the minutes of the previous meeting, the Secretary reported that to date 293 rooms had been reserved for exhibit purposes at the Morrison Hotel. Some exhibitors have reserved more than one room, but the total number of exhibitors who contracted for space is now more than 250.

John Ling, chairman of the executive committee, announced that arrangements had been made with the hotel Morrison to provide shelving, tables, table covers, extra lighting fixtures and other conveniences without cost to the exhibitors. The hotel will set the rooms in order as soon as they are available, which will be on Sunday preceding the opening of the show. This service, he pointed out, is exceptional and more than the exhibitors would expect elsewhere.

It has also been arranged for the hotel to serve a daily luncheon in a room especially set aside for the men attending the show. The cost of the luncheons will be one dollar and they will be served at a "round table" where a fifteen minute talk by speakers secured thru the Chicago association will be given. This will be a daily informal "get-together" for both buyer and seller and will eliminate the loss of time and the trouble of going elsewhere for the noon-day meal.

Arrangements are being made to print a directory of the exhibitors, classifying the lines and giving room numbers.

Entertainment committee announced at this meeting that through the courtesy of Mr. Oscar Eckland of the Central Cut Glass Co. five hundred cards to the best clubs of the city will be available to the visiting buyers. The buyers can thus make the clubs their loafing places when they are not visiting the display rooms. Other things have been arranged for the entertainment of the visitors, but these will not be announced in evidence of the opening of the show, as they are to be in the nature of "surprise packages" for the out-of-town buyers.

Frank B. Tinker, chairman of the exhibit committee, who returned from Pittsburgh last week, reported that he had arranged with the B. & O. Railroad, while in Pittsburgh, to ship two car loads of exhibitors' samples from the Pittsburgh Show to the Chicago Show. These will be shipped on express time, but at freight rates. Details have been worked out at this end for the receiving and delivering of samples as they arrive by freight or express. The exhibitor need only to mark his goods properly and the remainder will be handled by the Hotel Morrison and the exhibit committee.

This meeting was probably the largest since the organization of the Chicago Association. Many new members have been admitted and the work of bringing to Chicago a big exposition of glass, pottery, lamps and housefurnishings is now all but completed.

The next meeting of the Glass, Pottery, Lamp and Housefurnishings Association will be held on Feb. 23 at the Morrison hotel, the week following the completion of the Chicago exhibit.

A. J. Hallgren has been appointed western representative for the Mercer Pottery Co. and the Iroquois China Co. He will maintain a permanent display in Room 408, Garland Building, and will be located in Rooms 918 and 919 at the Morrison Hotel during the Chicago exhibit.

Ed Boring, manager of the Chicago office of the Crooksville China Co. returned last week from a trip through the Northwest. He reports business generally good in that section. The Chicago display room which is located in the Palmer House, has been re-decorated and the arrangement of samples made more attractive. The Crooksville China Co. is now displaying many new and attractive patterns.

Norman Walker, travelling representative for Meekin & Walker, eastern importers, was displaying his lines at the Palmer House last week, after completing a Western trip.

Mortimer Schwartz, china, glass and lamp buyer for the Golden Rule Store of St. Paul, Minn., was in Chicago for a short time last week on his way east.

Wyllie Buck, Superintendent of the Potters' Cooperative plant at East Liverpool, O., is studying for a C. E. degree at the University of Illinois. He stopped in Chicago last week on his way to the University.

J. C. Jonas, manufacturers' representative, with permanent display in the Palmer House, is now representing the Penn Aluminum Co. of Greensburg, Pa., in addition to the lines he formerly had. At present J. C. Jonas is traveling in the South for Geo. F. Bassett & Co., and his brother, Robert Jonas is in charge of the Chicago display rooms.

The Donchian Furniture Co., 29 S. Wabash Ave., was incorporated recently for \$300,000. The company will deal in furniture, furniture novelties and housefurnishings. The incorporators are Mihran B. Donchian, Joseph D. Irose and W. C. Scherwat.

The Kay Bee China Works of Chicago will show their products at the Chicago exhibit, a line which revises the old idea of commercial and ceramic men, that real hard china could not be made and produced in the United States. This line shows that the finest china can be made successfully with American raw materials and American labor.

For four years the two men heading this concern, F. Kamermeyer and J. H. Brauer, have worked constantly to accomplish this end—to show that real hard china can be made in the U. S. A.

From present indications, in a few years hence the Kay Bee China Works will produce an extensive line of hard china equal to any in the world, American made hard china will take the front rank among the world's potteries and the Kay Bee China Works will be instrumental in creating this standard.

Announcement has been made of the appointment of Brinsmaid & Company of Des Moines, Iowa, as Middle West representatives of the well known Haeger Pottery, which is manufactured at Dundee, Illinois. The Haeger Potteries, Inc., operate the largest art ware pottery in the middle west, and a new catalog ready February 10th will show a very complete line of shapes and colorings in items most appropriate for practical and artistic use. Recent plant additions will assure a greatly increased output of this popular ware.

The Marquette Lamp Co., located at 5830 S. Fairfield Ave., is preparing a new line of hand carved wood lamp bases and metal stippled finishes. These come in boudoir and junior floor lamps. This company also manufactures an attractive line of high grade junior floor lamps in a variety of finishes. Mr. Frederick Quattlander, head of the company, expects to show this line of lamps at the Morrison Hotel during the Chicago show.

J. R. Kittler, 2116 Hudson Ave., carries a complete china line of Society and Fraternity Emblems made on ash trays, match stands, cigar jars, mugs, dresser sets, plates and salt and pepper shakers. Those who have seen this complete line say that Mr. Kittler's work is of the best, and it would be well for any buyer interested to inspect these items.

Mrs. McDyer, head of the Handy Art Shop, 4244 Milwaukee Ave., announces that her concern will soon be in a position to accept wholesale orders for their iridescent glassware.

The J. H. Stouffer Co., decorators of fine china, Chicago, have their salesmen out on the road in their various territories, and all report business good.

## ANNOUNCEMENT

*We extend a most cordial invitation to visit our display*

at the

CHICAGO EXHIBIT

of

GLASS—POTTERY—LAMPS  
AND HOUSEFURNISHINGS

February 6th to 18th, 1922

HOTEL MORRISON, CHICAGO.  
ROOM 534

## FINE PORCELAINS

Vases—Bowls—Candlesticks  
Comports and Covered Jars

in

HISPANO-MORESQUE

Lustres and Metallic Glazes

Our unparalleled range of colors which has hitherto not been approached can well be named the most remarkable achievement of Ceramic Arts in recent years.

Visiting Buyers and friends are assured of a hearty welcome and our display will be one of the most interesting Features of the Exhibit.

## THE N. O. CEDERBORG Co.

GLEN-ELLYN, ILL.

*Catalogs and Color Samples on request*

We have still available in some cities the exclusive sales rights for our ware, which we can offer to responsible dealers, such as High Grade Jewelers, Art Stores, Gift and China Shops or Interior Decorators.



THREE floors and basement of a large brick building at 1537 South State Street are devoted to the activities of the Stetson China Co., Inc. With their sixteen thousand square feet of floor space, this concern is probably the largest exclusive wholesaler of

china in the country. The basement and two floors are devoted to storing plain china, which the company receives in carload lots and unloads direct from the box cars on their

private side track, while the other floor is devoted to decorating, pattern work and finishing. Five firing kilns are in daily operation on the top floor of the establishment. Three liners work on the breakfast and dinner sets and there are usually about fifteen girls transferring the patterns onto the plates, cups, saucers, etc. A good portion of the white china decorated in this establishment comes from the Mt. Clemons Pottery, although an occasional car is secured elsewhere. Mr. Stetson, head of the firm, has been identified with the china business for some time, having formerly been Chicago representative for the Mt. Clemons Pottery Co. The Stetson China Co. was incorporated and moved into their present quarters last summer. A staff of salesmen are covering the country with the Stetson line, blue bird dinner and breakfast sets being a specialty.

The Genesee Pottery Co., Inc., has appointed W. T. Darden & Co., Palmer House, sales agents for the Chicago territory. Mr. Darden completed arrangements for taking the line on a recent trip East.

One of Chicago's State Street Stores held a sale last week on a "large shipment of Pickard China which was slightly imperfect, and marked seconds." The prices were extremely low for Pickard China, although they were "slight seconds." The Pickard line, decorated in Chicago, is becoming very popular, especially their en-crustured gold pieces such as candy dishes, tea pots, chocolate pots, cream sets and other numbers.

The new Lin-O-Lite numbers for this year are now ready for inspection by the trade, according to R. Volkman, head of Volkman & Co., manufacturers of Lin-O-Lite shades and lamp bases. Lin-O-Lite is an innovation in artistic lamp shade manufacturing, being hand-painted creations on linen, silk lined and silk braid trimmed. They are strong and durable, as well as being artistic and prepared with the greatest workmanship and care. R. Volkman & Co. is located at 3223 W. Lake St., Chicago.

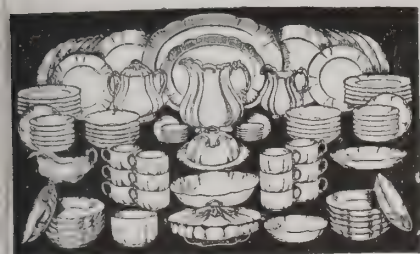
Carson, Pirie Scott & Co. recently held a sale of attractive thirty-two piece breakfast sets with a pink rose border design and gold line edge for \$7.00.

Will & Baumer Candle Co., one of the oldest candle houses in the country, has just announced the showing of their new line of polychrome candles. These are something different in the wax candle field, although there have been many crude attempts to make polychrome candles for artificial lighting. Like other former numbers in the Will & Baumer line, they are not only beautiful in appearance, but are smokeless, odorless and dripless. In 1855 Will & Baumer established the nucleus of what is now the world's foremost candle factory. Through the constant efforts of this concern and their long years of experience, they have arrived at a product that is made of pure, clear wax, not greasy to the touch, odorless, smokeless and dripless. Through the use of stearic acid, the Will & Baumer candles acquire a crystalline hardness which makes them unaffected by climatic conditions and which eliminates the usual dripping annoyance. For a time the popularity of the candle waned, but, judging from the sale of wax candles in retail stores during the past year, there is a general revival in the use of candles for illuminating as well as decorative purposes. The company maintains its headquarters in Syracuse, N. Y., but large branch houses are located at Chicago, New York, St. Louis, Boston and Mexico City.

Mr. Beany, of Warren-Edwards & Co., has just announced the arrival of a large shipment of imported white china for decorating purposes. This concern, located at 1715 N. Wells St., Chicago, carries a large stock of china for decorating purposes, and in addition to this, can furnish the trade with Golds, Colors and Lustres as well as kilns.

The N. O. Cederborg Co., Inc., of Glen Ellyn, Ill., is producing one of the finest lines of high-grade porcelains with decorations of lustres and metallic glazes in the country. In fact, many experienced buyers mention this line as one with a greater variety of desirable colors than any other pottery line either in this country or abroad. One feature of the Cederborg line which has made it so successful, is the ability to properly match the lustre color with the color of fabrics used for lamp shades. The vases used for lamp bases are mounted on bronze castings, gold or silver plated to harmonize with the color of the vase. Vases, flower and fruit bowls, candlesticks, lamps and comports comprise some of the numbers of the fine Cederborg line, which will be shown in room 534 during the Chicago Exhibit at the Morrison Hotel.

Stephenson, 313 S. Clinton St., Chicago, manufacturers of everything in wrought iron, now have many samples ready in their new 1922 lines of lamps, console tables, mirrors, bird cage holders, fish bowls and ferneries.



# IROQUOIS CHINA

VITRIFIED HOTEL CHINA



Room 919, Hotel Morrison, Chicago, Ill.

JANUARY 6th—18th IN CHARGE OF

MR. A. G. HALLGREN

## PERMANENT SAMPLE ROOMS

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Chicago, Ill.	-	-	-	A. G. Hallgren	-	-	-	408 Garland Bldg.
Seattle, Wash.	-	-	-	G. M. Lowman	-	-	-	Pacific Block
Fort Worth, Tex.	-	-	-	C. H. W. Bubar	-	-	-	806 Taylor St.

**IROQUOIS CHINA COMPANY**  
SYRACUSE, N. Y.



ESTABLISHED IN 1874

PHONE BARCLAY 5092

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

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## AS THE EDITOR SEES IT

THE trade's interest which was centered in the Pittsburgh Crockery and Glass Exhibit during January has been transferred to Chicago and all eyes are now riveted on the Exposition of China, Glassware and Housefurnishings, being held at the Hotel Morrison, this week and next.

It has been estimated that there would be a thousand buyers in attendance at the exhibit. If this estimate is realized or even comes near being realized, the show may be well regarded as a fair barometer as to the extent business is opening up in the china, glass and housefurnishing industries for 1922.

With a thousand buyers coming from all parts of the country and over three hundred exhibits, ranging all the way from inexpensive to the best goods, their purchases undoubtedly can be taken as a pretty fair criterion of business conditions, as far as the above lines are concerned.

An analysis of the situation at Pittsburgh was difficult for several reasons, principally on account of the spotty condition of the business taken by the exhibitors. On the whole, however, it reflected a trend toward quite a decided improvement and altogether there was a more optimistic feeling than has been apparent for some time. It is true the pessimists were busy as usual and numerous complaints were heard, but are these not always present, in good times and bad? These pessimists, by the way, do more harm than can be estimated. The boosting influence of optimism gives a wonderfully different tone to things in general and in business its effect cannot be reckoned. Yet they keep right on spreading gloom broadcast.

Despite varying rumors, as a matter of fact, business at the Pittsburgh Exhibit was encouraging. The pottery manufacturers reported some good-sized orders for din-

nerware and they enjoyed a volume of business as a whole that was very satisfactory. Some were fortunate enough to have received sufficient business to keep their plants operating for some time, if they did not receive another order. Novelty and specialty glassware was bought quite freely. Staples moved more slowly, but there is every reason to believe that business on staple goods will be forthcoming, too, which will keep things moving along in these lines.

It is unreasonable to expect a sudden jump from a more or less state of depression to phenomenally good business, or even what would be considered a normal state of affairs, for we have been suffering from exceedingly abnormal conditions that can only right themselves by a gradual process, and which, if thoughtfully considered, can be the only healthful state of progress. Therefore, it was not to be expected that business would take a quick leap forward from a state of lethargy to absolutely normal. From what was accomplished at Pittsburgh and from reports since, the trade has every reason to feel gratified and encouraged at the outlook for 1922.

It is too early to make any sort of predictions as to how business is shaping up at Chicago. A goodly number of early arrivals among the buyers, however, would indicate quite some enthusiasm. Of course, they are present to buy, for it is usually too expensive to make a trip from a distance to shop around, especially for the smaller stores, which, it is quite natural to believe, will be well represented among the visitors there.

The event has been well advertised in the trade papers, as well as through other channels; in fact, no stone has been left unturned to give it country-wide publicity. The names of exhibitors have been printed and reprinted,

(Continued on page 20)

(Continued from page 19)

keeping them constantly before the buyers from the smaller towns to the larger cities throughout the United States. Nothing has been left undone by the committee in charge; in other words, everything possible has been done to put it across in the thorough manner that is characteristic of Chicago. As the expression is often heard, "Anything that is done in Chicago is done brown," and particularly is this true in the case of the exhibit of china, glass and housefurnishings. Hence when the show is brought to a close and the amount of business taken has been calculated, it should serve in giving the manufacturer and wholesaler a clearer vision of what to look forward to in the way of business, at least for a few months to come.

### Speakers Announced for Salesmen's Banquet

The trade's silver-tongued orator, W. E. Wells, of the Homer Laughlin China Co., East Liverpool, O., has accepted the Banquet Committee's invitation to speak at the annual banquet of the Pottery, Glass and Brass Salesmen's Association, to be held on Wednesday evening, February 15th, at the Hotel Astor. Mr. Wells' ability as a clever after dinner speaker is too well known to need further comment and his presence at the dinner should be sufficient attraction in itself to assure a good attendance. Mr. Wells has chosen as his subject for the occasion "In My Garden of Flowers."

Another speaker will be the Hon. Frank S. Gannon, Jr., Justice of the Supreme Court of the State of New York, who will use "The Courts and the People" as his subject. "Stories of the South" will be told by Mr. Martin King of Alabama. Still another distinguished visitor, who will have something to say on "Timely Topics," will be the Hon. Edward Ford, U. S. Minister to Venezuela.

There will be an unusually delicious menu provided and an excellent musical program by the "Manhattan Trio." T. Arthur Baker will lead the singing.

Tickets should be secured from members of the committee without delay.

### James M. Stewart to Enlarge Business

One of the most important transactions taking place in the trade in the way of contemplated changes for May 1st was concluded last week, when James M. Stewart, the well known West Broadway dealer in china and glassware signed a lease for the entire store floor and basement of the building in which he has been located for years past. This will give Mr. Stewart, in addition to the large quarters he already occupies on the street floor and entire second floor, the space now occupied by three other stores and will enable him to greatly enlarge his glassware department. Partitions will be removed, giving him a clear space through the entire floor. Various improvements and alterations will be made by Mr. Stewart to make the place as attractive as possible. The new addition gives him 168 feet of window space on the store floor and he has an equal amount on the second floor, which is the largest window space used by any retailer in that particular section of the city.

## OBITUARY

### Miss Florence Gibson

Buyers and many others in the trade who knew Miss Florence Gibson as the efficient bookkeeper and general office assistant with Fondeville & Van Iderstine and later with A. J. Fondeville & Co., will learn with deep regret of her death, which occurred on Monday at the Peck Memorial Hospital, Brooklyn, following an operation for appendicitis a week ago last Sunday. Miss Peck attended to her duties as usual with A. J. Fondeville & Co., until the Friday previous to the time she was operated upon. She started as a young girl with Fondeville & Van Iderstine and was in the employ of the concern, including the continuance of the business under the name of A. J. Fondeville & Co., for twenty-five years. She was highly efficient in her work and a wonderfully faithful employee, and her employers will find it difficult to replace her. Miss Gibson was forty-one years of age. She leaves a mother and three sisters. The funeral will be held today (Thursday) at her home in Brooklyn.

### Edgar Smalley

Edgar Smalley, senior member of the firm of Smalley, Kivlan & Ontank, dealers in glassware at 21 Blackstone St., Boston, died suddenly at his home in Chelsea last week. He was one of the organizers of the company twenty years ago, and was very active in the administration of its affairs. He was born in Cutler, Me., fifty-four years ago and came to Boston as a very young man, making his home in Revere. He was a member of a number of fraternal orders, including the Shriners, Elks, and Knights of Pythias. The burial was at Chelsea. Mrs. Smalley, two sisters, a son and a daughter survive him.

### Phillip L. Carbone

Boston loses another well-known figure in the art goods trade through the death of Phillip L. Carbone, prominent Back Bay merchant, who died last week, in his fifty-fifth year, following a brief illness. He was born in Boston and his first place of business was in a small shop in the basement of the Woman's Educational and Industrial Union on Boylston street, which was followed by a flower shop in Harvard Square, Cambridge. The present Carbone shop is located at 342 Boylston St. and is the result of many years' work in collecting works of art from Italy and other European countries. It is known as one of the most beautiful and original shops in the United States. Mr. Carbone was educated at Derby Academy, at Hingham, a well known institution, and later took a course in agriculture at Bussey Institute, Arnold Arboretum. Following the earthquake disaster in Messina, Italy, about fifteen years ago, Mr. Carbone was chosen by the late Governor Curtis Guild to accompany Edward Billings of Boston as an administrator of the Massachusetts fund among the afflicted people. He is survived by a widow and two sisters.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

Louis E. Dorflinger, son of Wm. F. Dorflinger, of C. Dorflinger & Sons, who will be remembered by many in the trade through his being connected with the concern in New York about two and a half years ago, and who will be pleasantly remembered later by the European travelers in the trade through his connection with the Cunard Line, where he looked after many of their interests in the passenger department, has been promoted to the position of manager of the Cunard's first class passenger department at Chicago, where he assumed his duties this week. He proved so efficient in the work from the start that his promotion was gained only two years after he entered the employ of the concern with no previous experience in the business.

The buyers for the various stores represented by the Buyers' Syndicate will be here for a meeting to be held at the syndicate headquarters, 234 Madison Avenue, on February 14th, 15th and 16th.

J. C. Mavis, buyer for E. M. Scarbrough & Sons, Austin, Texas, arrived in New York this week. He registered at the Martinique and expects to be here until February 20th, placing orders. He will avail himself of the opportunity of attending the Salesmen's Banquet.

New York manager for the Libbey Glass Mfg. Co., Kenneth P. Lockitt, has added a new member to his staff, who will assist him in taking care of the concern's business in the East. He is H. D. Rosendule, who was formerly connected with the factory at Toledo for ten years, and who is naturally particularly well equipped to sell the line. He will devote most of his time to traveling.

I. S. Bier, of Bier Bros., Niagara Falls, arrived in town this week, accompanied by Mrs. Bier, for a several weeks' stay. They will make their home at the Biltmore while here. Mr. Bier expects to devote the most of his time to placing orders for china, glassware and housefurnishings.

Maurice G. Postley, youngest son of Chas. A. Postley, is the latest acquisition to the sales staff of Chas. A. Postley & Son. His business career up to the present has been devoted to newspaper work, but his attractive personality, coupled with a natural ability and adaptability for meeting people, should make him exceedingly popular as a salesman and a valuable addition to the organization. He will cover the city trade and assist in the management of the office. Mr. Postley's other son, who is already a member of the firm, will devote more of his time in the future to traveling. He is now in Chicago showing the concern's lines at the Hotel Morrison.

Guerin Pouyat Elite, Ltd., who were recently appointed American agents for "Baccarat" glassware, are partitioning off a part of their salesroom, 43 West 23rd Street, to make a room especially for the display of the "Baccarat" line. The concern are fitting it up very attractively in a color scheme of red and black. The complete display of samples from the factory will soon be in readiness.

J. J. Jacklin, who was formerly for seven years buyer for the Harris-Emery Co., Des Moines, Iowa, and who has recently been placing orders for his own hotel and restaurant supply business at 907 Locust Street, Des Moines, expects to be ready for business about February 15th. Mr. Jacklin will have associated with him in the new venture Arthur Falkoski, who was formerly connected with Brinsmaid & Co. for thirteen years.

Lee Moses, buyer for Frederick Loeser & Co., Brooklyn, opened the store's annual February sale of china, glassware, lamps and art wares on Monday of last week with a fine array of merchandise, in which was featured a variety of "specials" that were a tribute to his ability as a buyer. Full-page advertisements are being used in featuring the sale.

A petition in bankruptcy was filed against O'Beirne Bros. & Lyons, Inc., jobbers and importers of crockery and glassware, at 319 West Forty-second Street, by these creditors: Maddock & Miller, Inc., \$430; Rudman & Scofield, Inc., \$171; American Hotel & Restaurant Ware Co., Inc., \$213. Judge Mack appointed Irving S. Dorf receiver, under \$5,000 bond. It is stated the liabilities are about \$30,000 and assets about \$10,000.

## A Few Proverbs

What is home without another?

A fool and his money are soon mated.

Eat your steak or you'll have stew.

Stays make waist.

As you sew so must you rip.

A lie in time saves nine.

One touch of nature makes the whole world squirm.

Matri-mony is the root of all evil.

Necessity is the mother of contention.

Sweet are the uses of diversity.

A word to the wise is resented.

Where there's a will there's a lawsuit.

Think of your ancestry and your posterity and you'll never marry.

Hell is paved with good pretensions.

"Mercy and truth are met together, righteousness and peace have kissed each other." Look out!!!

## BUYERS IN NEW YORK

FEBRUARY 2, 1922

J. C. Morris, house furnishings, gifts, toys, E. M. Scarborough & Sons, Austin, Texas, 120 West 32nd Street (A. Fantl).

G. W. Hoos, house furnishings, crockery and glassware, John Hoos Co., Baltimore, Md., Martinique.

Mrs. Nudd, toys, Wm. Filene's Sons Co., Boston, Mass, 225 5th Avenue.

J. Henry, house furnishings and toys, J. L. Hudson Co., Detroit, Mich., 225 5th Avenue (Retail Research Assn.).

C. R. Stearns, toys, L. L. Stearns & Sons, Williamsport, Pa., Pennsylvania.

A. Binswanger, house furnishings, J. Horne Co., Pittsburgh, Pa., 225 5th Avenue, Room 823.

Mr. Gessler, toys, Meier & Frank Co., Portland, Ore., 315 4th Avenue.

G. B. Brooks, house furnishings, S. F. Iszard Co., Elmira, N. Y., D. G. Union, 404 Fourth Avenue.

FEBRUARY 3, 1922

J. L. Mimnaugh, Jr., housefurnishings, J. L. Mimnaugh & Co., Columbia, S. C.

W. B. Mountjoy, housefurnishings and china; H. C. Krauch, toys, L. S. Ayres & Co., Indianapolis, Ind., 225 Fifth Avenue (Retail Research Association.)

S. G. Gray, housefurnishings, P. A. Bergner & Co., Peoria, Ill., 220 Fifth Avenue (F. Atkins.)

J. M. Saville, housefurnishings, china and glass, Zion Co-operative Mercantile Co., Salt Lake City, Utah, Latham.

G. Gensler, toys, Meier & Frank, Portland, Ore., 212 Fifth Avenue.

J. H. Fox, toys, Fox Toy Co., Berea, Ohio, 220 Fifth Avenue (F. Atkins.)

William M. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 404 Fourth Avenue.

Miss K. Judge, dolls, Morehouse, Martins Co., Columbus, Ohio, 6 West 32nd Street, Merchandise Reporting Co.

Mr. Baxter, toys, La Salle & Koch, Toledo, Ohio, 225 Fifth Avenue.

J. MacFarquhar, toys; J. Hertzberg, housefurnishings, china and glassware, S. Kann's Sons Co., Washington, D. C., 432 Fourth Avenue.

Miss M. Donovan, china, Morehouse, Martins Co., Columbus, Ohio, 276 Fifth Avenue.

D. Gradwohl, toys, R. Weill & Co., San Francisco, Calif., 15 East 26th Street, 19th floor.

FEBRUARY 4, 1922.

E. Hansen, toys, dolls, Montgomery Ward & Co., Chicago, Ill., 309 6th Avenue, McAlpin.

H. Merriman, toys, Dayton Co., Minneapolis, Minn., 225 5th Avenue.

S. Gray, house furnishings, P. A. Bergner & Co., Peoria, Ill., 220 5th Avenue, care F. Atkins.

Miss Spede, lamps, F. & R. Lazarus Co., Columbus, Ohio, 225 5th Avenue.

W. B. Mountjoy, house furnishings, L. S. Ayres Co., Indianapolis, Ind., 225 5th Avenue, care Retail Research Assn.

Dave Carter, toys, J. L. Brandies Sons Co., Omaha, Neb., 1134 Broadway.

D. Gradwohl, toys, Raphael Weil & Co., San Francisco, Calif., 15 East 26th Street.

FEBRUARY 6, 1922.

A. E. Becker, toys, Dayton-Fulton Toy Co., Dayton, O., Breslin. B. W. Mountjoy, house furnishings, L. S. Ayres Co., Indianapolis, Ind., 225 Fifth Avenue, Herald Square.

J. T. Paulette, house furnishings, Miller, Rhoads, Inc., Richmond, Va., 432 Fourth Avenue.

J. P. Gay Co., house furnishings, The Gay Co., Troy, N. Y., 23 East 26th Street.

M. Crueson, house furnishings, china and glassware, Cohn-Hinkel D. G. Co., Wichita, Kan., 115 West 30th Street (Weill & Hartmann).

R. J. Wilson, house furnishings, Wilson House Furnishing Co., Chicago, Somerset.

B. Tresib, house furnishings, Wm. Gushard D. G. Co., Decatur, Ill., 366 Fifth Avenue.

M. Schwartz, toys, Golden Rule, St. Paul, Minn., 3 West 29th Street.

W. Walker, china, glassware, E. W. Edwards & Son, Rochester, N. Y., Martinique.

FEBRUARY 7, 1922

A. J. Balsiger, representing Pan American Toy Co., Kansas City, Mo., Imperial.

C. H. Almond, Jr., china, glassware, C. H. Almond Co., Lynchburg, Va., care J. M. Biggins, 333 Seventh Avenue.

A. Lit, china, glassware, Lit Bros., Philadelphia, Pa., 1261 Broadway.

J. Kohnfelder, china, house furnishings, toys, Kaufmann & Baer, Pittsburgh, Pa., 404 Fourth Avenue.

Miss K. Walker, toys, Kaufmann & Baer, Pittsburgh, Pa., 404 Fourth Avenue.

F. P. Mortimer, toys, F. P. Mortimer, Pottsville, Pa., Martinique.

Miss I. Halpern, house furnishings, Stix, Baer & Fuller, St. Louis, 1107 Broadway.

H. Oberlander, toys, house furnishings, A. Eisenberg Co., Baltimore, Md., Pennsylvania.

F. D. Levi, glass, house furnishings, china, James Levi & Co., Dubuque, Iowa, Navarre.

G. D. Smith, house furnishings, H. E. Bacon Co., Evansville, Ind., 116 W. 32d Street (A. Fantl).

Mr. Strator, toys, Daniels & Fisher Stores Co., 35 W. 39th Street.

FEBRUARY 8, 1922

E. S. Bell, housefurnishings, H. Almond Dry Goods Co., Lynchburg, Va., 319 Seventh Avenue.

E. D. Starbuck, toys, E. D. Starbuck & Co., Saratoga Springs, N. Y., 105 Grand Street.

## Robert H. Yarwood Takes Bride

Robert H. Yarwood, familiarly known as "Bob," was congratulated by his friends when he left the Ft. Pitt Hotel, Pittsburgh, Pa., where he displayed his "101 sample lines" during the Pottery and Glass Exposition. The big reason was that he was going to be married on January 30th. On that date he took Miss Goldnaire E. Scheffler, a charming young lady of Lancaster, Pa., as his bride. The ceremony was performed at the Salem Lutheran Church, Bethlehem, Pa.

W. C. Harned, of Zollinger & Harned Co., Allentown, Pa.; Mrs. Harned, and Harry Bortz, with A. H. Heisey & Co., acted as attendants. A. J. Lemcke, traveling representative for the Quaker City Cut Glass Co., was also a guest at the wedding.

Mr. and Mrs. Yarwood left amid a shower of rice for Reading, Pa., where part of their honeymoon was spent. The couple received many beautiful gifts from Mr. Yarwood's many friends.

## Sample Fair at Prague, Czechoslovakia

The Fourth International Sample Fair in Prague will be held from March 12 to 19, 1922. The first three of these fairs met with remarkable success, especially the last one, held in September of last year, which was attended by 2,274 exhibitors. The total of sales is estimated at more than 1,000,000,000 Czechoslovakian crowns. Three thousand firms have already applied for exhibition space for the fair.

Among the chief items offered are glassware, crystal ware, chemical glass, chinaware, decorated earthenware and toys.

This fair undoubtedly offers a good opportunity for American exporters to establish their agencies for central Europe and to meet the keen demand for various products.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

THE majority of the generalware pottery manufacturers say that new business continues in favorable receipt, and that orders from salesmen who started on the road since the close of the Pittsburgh Pottery and Glass Exposition have done "rather well." Plant operations are continuing as they did in January, and some of the larger concerns have considerable future business on order. Of course, there is no night work being done in the potteries, and some of the smaller plant owners have said that "we've got enough business to keep active." Scattering buyers have been in the market, but no activity along this line has been anticipated since the close of the January buying season.

"Our business at Pittsburgh, considering conditions, was very satisfactory," declared George B. Fowler, sales manager of the Carrollton Pottery, just before he left for the Chicago Exposition. "While we did not sell the number of new patterns that we did at last year's market, our volume was more than we expected, especially under prevailing conditions. Our plant is running to capacity and we have plenty of business of all classes to keep us busy for some time to come."

An oil-burning system has been installed for the kilns at the plant of the McNicol-Corns Pottery Co., Wellsville, Ohio.

A meeting of the Research Committee of the United States Potters' Association is scheduled to be held in the rooms of the Potters' Club, this city, late this month. Secretary Charles F. Goodwin announced this week that the call would be issued within a few days. The new committee met for the first time in January and organized.

F. K. Pence, in charge of the Research Department of the Knowles, Taylor & Knowles Co., and President of the American Ceramic Society, has announced that the annual meeting of the American Ceramic Society will be held in St. Louis, Mo., February 27-March 3, with headquarters in the Hotel Statler. Exhibits of clay working and pottery equipment and materials have been encouraged. Ross C. Purdy, General Secretary, Lord Hall, Ohio State University, Columbus, O., is now working up the program for this session. So far 19 new papers will be presented at this session, and six new ones will be read, although they have been published in the American Ceramic Society "Journal".

It was a rather happy crowd that left here the evening of February 2 for Chicago. It included John B. McDonald, sales manager for the Knowles, Taylor & Knowles Co., and Joseph C. Davis, with the same firm; Mark H. Donaldson, with the Homer Laughlin China Co.; Mr. Mackey, with the Smith-Phillips China Co. At Canton the party was joined by George B. Fowler of the Carrollton Pottery Co. All of these firms have exhibits at the Hotel Morrison.

Operations at the plant of the W. S. George Pottery Co., East Palestine, O., are on a very active scale. It is said by those identified with this interest that output is now on a normal basis.

During the West Virginia Hardware Dealers' Association annual meeting at Wheeling, W. Va., last week, the Warwick China Co. maintained an extensive display of its decorated vitrified hotel china and dinnerware in the Market-Auditorium, where other allied displays were maintained. The Warwick is working on an active schedule, and its production is now on an active basis.

Donald Thompson, sales manager for the Thompson Pottery Co., is in Chicago, showing the offerings of this plant at the Hotel Morrison.

Buyers registered in the local market last week included C. M. Brooks, with the John M. Smythe Co., Chicago, Ill.; and W. S. Spindler, with Rhodes Bros., Tacoma, Wash.

There has been a noticeable increase in the demand for plain white ware, so some manufacturers have reported. Last fall there was very little business done on this class of merchandise. The jobbing trade has been the busy buyer of plain white, so far this season.

Those local pottery manufacturers who attended a meeting of the National Association of Manufacturers in Washington, D. C., a few days ago, have returned to their desks. These manufacturers were told by James B. Reynolds, Treasury expert, that "his report, now in the hands of the Senate Finance Committee, will not destroy the theory of American Valuation."

F. P. Howard, Pacific Coast representative for the French China Co., Sebring, O., has been spending some time at the home office. He planned to stop off in Chicago to attend the Hotel Morrison display before continuing west.

(Continued on page 24)

WHERE THE  
MOULTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

NOVELTY glassware is in very good demand. It seems that this class of ware proved to be, in some instances, the real backbone of the recent Pottery and Glass Exposition, so far as many factories were concerned. Both department store buyers and jobbing interests bought rather liberally of lines of this type.

The Fostoria Glass Co., Moundsville, W. Va., paid a two per cent. cash dividend February 2. The transfer books closed January 24.

The Potomac Glass Co. is having considerable success with its new etched patterns on its blown line this season. A number of new items have been added to the line. "We're working full time," the sales department of this plant has announced.

The new novelty glass lines of the United States Glass Co. are meeting with decided favor. There are so many different items offered, and so many different color tones to be had that buyers have had no trouble in making up their memorandums.

The new line of "Junior" floor lamps of the Pittsburgh Lamp, Brass & Glass Co. is being displayed in the City sample room here, and the offering is meeting with decided favor. The standards are of different designs, while assorted shades are to be had with all shipments.

Strange as it may seem to some, there was more or less inquiry for whiskey glasses during the recent Pottery and Glass Exposition. This demand came from the jobbing trade in the main, and especially from the hotel supply houses.

Anent this line of glassware, there is a rather favorable demand for wine glasses. One buyer of this line when in the market a few weeks ago announced his concern had been selling on an average of ten barrels of wine glasses a week.

There has been a far better demand for electric portables during the last five weeks than was experienced during the same period of 1921. In fact, salesmen of these lines say the volume booked by them during January was more than double that for the corresponding month a year ago.

It has been indicated that several hundred people will be employed by the Davies Glass Co. when that new plant starts operations at Martins Ferry, O., soon. Applications from workers are in almost daily receipt. The

company will feature a general line. Plant construction has been under way for over four months.

The H. L. Dixon Co., Pittsburgh, has completed a new gas producer plant for the Monongah Glass Co., at Fairmont, W. Va. The plant consumed 48 tons of crushed coal every 24 hours, which is sufficient to produce the equivalent of 960,000 cubic feet of natural gas. At the present market of coal, the company can effect a saving, it is said, of approximately 40 per cent. over the price of natural gas.

Although there is one factory at Sapulpa, Okla., manufacturing a general line of glassware, another plant is proposed for that place by L. H. Peevy of Sapulpa, in which novelties will be made. Some machinery for the new plant is said to have been ordered.

The Bureau of Standards at Washington has completed tests of a new glass developed by the Hires-Turner Glass Co., of Philadelphia, Pa., which seems peculiarly adapted for use in warm climates. The Bureau of Standards has been doing considerable work of late in making glass tests, and the final report will be read with interest by both manufacturers and the trade.

The bulb plant of the General Electric Co., at Niles, O., has been placed in operation after a period of idleness. One 16-pot furnace has been started.

The former properties at Fostoria, O., operated by the Fostoria (Ohio) Glass Co., have been sold, and will be immediately converted into a rubber plant. The former glass interest has no connection with the company of similar name at Moundsville, W. Va.

*(Continued from page 23)*

While Irving DeMoe, dinnerware buyer for the L. R. Steel Co. store, Buffalo, N. Y., was in the market, the announcement came out that this interest was considering an extension program, which included the establishment of a chain of department stores throughout the country. E. C. Holzworth, general manager of the Steel stores in the United States, has been given charge of the establishment of the new stores, and he is succeeded as general manager of the Steel "Five Cent to \$1 Stores" in the United States by John G. Gowans, who has been general manager of the Canadian stores. The latter will have general supervision of all Canadian and "States" stores of the Steel company. Included in the new policy of the company will be that where merchandise will be handled that will be sold up to \$10.



# VIEWS OF THE BEAUTIFUL AND ELABORATE NEW HOMER LAUGHLIN CHINA CO'S SALESROOM - - - - Newell, W. Va.

The illustration at the right shows the wonderfully impressive entrance. Note the inviting homelike atmosphere, which actually seems to bid one enter and make one's self comfortable.



At the left is pictured another section of the salesroom, showing the effect of the very attractive arched and carved ceiling as well as the unusually pleasing arrangement of samples.

**BOSTON OFFICE**

417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

## BOSTON NEWS NOTES

Hugh L. McNicol, treasurer of the D. E. McNichol Pottery Co., East Liverpool, O., combined business with a little holiday during the past week, when he visited Boston with Mrs. McNicol. His visit was a very agreeable surprise to his many friends in this territory.

O. K. Chabotte, Webster, Mass., met with a rather serious accident a week ago while at work on his automobile, when his glove caught in one of the gears and drew his hand into the machinery. As the cruel teeth of the gears smashed the bone of the second finger of his right hand he gave a powerful wrench and tore the flesh clear, preventing further mutilation of the hand. Reports have it that the wound is progressing nicely, although it is still extremely painful.

Albert Reeves, buyer for A. Stowell Co., sails for Europe on February 14. He will visit France, Belgium, Germany and Czecho-Slovakia. He is scheduled to sail from New York.

The United States Glass Co. has increased its Boston personnel by the addition of another salesman, who will

cover practically all of the New England States, to assist M. A. Lovell, the New England manager. He is Frank I. McBride, of Philadelphia, who was for some years with the New York office of the company. Mr. Lovell left Monday for a short trip through Connecticut.

Reports from North Carolina have looked so good to Arthur Stern, Lynn jeweler, that he has made arrangements to spend a week or so there during the coming month.

Paul Phillips, representative for S. A. Weller, Zanesville, O., is back at his desk after an absence of a little more than a week. He made several stops on his return trip from the Pittsburgh show.

Joseph T. Gilman, Thomas F. Dixon and J. Joseph Snyder, of the Jones, McDuffee & Stratton Co., with Herbert M. Ford and M. J. Ryan, of the Mitchell, Woodbury Co., were in New York the greater part of last week attending the annual meeting of Wholesalers' Association. C. Otto Nelson, crockery buyer for Jones, McDuffee & Stratton Co., also spent a few days there.

## NOW READY FOR INSPECTION

COMPLETE LINES OF DINNERWARE FROM  
**HEINRICH & CO., Selb, Bavaria**

Open stock patterns and dinner sets in gold band and line and a number of other popular designs available for immediate delivery.

FANCY CHINA FROM

**HEINRICH WINTERLING**  
Marktleuthen, Bavaria

**GEBRUEDER WINTERLING**  
Röslau, Bavaria

**OSCAR SCHALLER & CO.**  
Nachf, Schwarzenbach, Bavaria

**OSCAR SCHALLER & CO.**  
Nachf, Kirchenlamitz, Bavaria

A greatly diversified line of inexpensive China Fancy Goods, including Salads, Sugar and Creams, Plates, Cups and Saucers, Mugs, Chocolate and Tea Sets, Cereal and Spice Jars. Open Edge Plates, oval and round Baskets. Also an extensive line of Underglaze Blue Copenhagen and Meissen Blue Onion designs at reasonable prices. Fancy goods will be arriving in small original packages during March.

## WILLIAM G. MUELLER

49-51 West 23rd St.

(Entire 5th Floor)

New York City



# Chicago Exhibit Opens

**Buyers Arrive Early. Nearly All of Vast Number of Exhibits Ready on Schedule Time**

CHICAGO'S first Annual Exhibit of Crockery, Glass, Lamps and Housefurnishings, the most comprehensive display of these lines ever shown under one roof, was thrown open to the buyers of the country on Monday of this week. The opening day was marked by a fair attendance of "early bird" buyers, although many of the rooms were still busily engaged in setting up their displays. From Saturday until Monday the Morrison Hotel was the scene of hustling and bustling. Some of the exhibitors had access to their rooms on Saturday afternoon and proceeded forthwith to unpack their samples and lay out their wares, while the majority took care of this work on Sunday. The Chicago association in charge of the exhibit, working with the hotel, efficiently handled the hundreds of in-coming sample crates, barrels and trunks with a minimum of confusion, although at one time on Saturday more than a dozen wagons were waiting behind the Morrison hotel, all loaded with merchandise for the show and awaiting disposition.

While the opening day of the show cannot be an indication of the probable attendance, many of the exhibitors expressed satisfaction with the early arrivals, which to them indicated a real interest among the trade in the big exhibit. Few orders were placed on the opening day, for it is more than a day's work for the buyers to visit the nine floors of exhibits, to say nothing of stopping to place orders.

A handsome leather-covered book, loose-leaf style, containing a directory of the exhibitors, classified by commodities, by floors and alphabetically, showing the name of the exhibitor, and his home address was presented to the buyers as they registered. This is meant to be a permanent record book for the visiting buyers which will serve them in time to come when endeavoring to locate various lines.

Since the last list of exhibitors was printed in the CROCKERY AND GLASS JOURNAL, the following firms have reserved exhibit space in the Morrison Hotel: Paul Richter Co., cut glass, Maywood, Ill.; Smith-Phillips China Co., East Liverpool, O.; A. H. Bien, Philadelphia, Pa.; Hinkle-Leadstone Co., housefurnishings, Chicago; Polychrome Art Works, Chicago; Mutual Lamp Mfg. Co., Chicago; Peerless Light Co., lamps and fixtures, Chicago; Stephenson, Inc., lamps, Chicago; United States Glass Co., Pittsburgh; Daison Mfg. Co., Chicago; American Specialty Co., Indianapolis, Ind.; Russakov Can Co., metal specialties, Chicago; Artistic Wood Turning Co., Chicago; Eagle Wood Turning Co., lamps, Chicago; Geo. Wittbold Co., Edgebrook, Ill.; Lotus Cut Glass Co., Barnesville, Ohio; Borin Mfg. Co., Chicago; Patton Studios, Philadelphia; Lamb Bros. & Greene, Napanee, Ind.; Steuben Glass Works, Corning, N. Y.; John W.

Trenck & Son, Indianapolis, Ind.; Jefferson Glass Co., Follansbee, W. Va.; Liberty Gauge & Instrument Co., Cleveland, O.; Ideal Cut Glass Co., Canastota, N. Y.; McConnell Mfg. Co., Chicago, Ill.; J. A. Schneider, Buffalo, N. Y.; Odorless Refrigerator Co., Chattanooga, Tenn.; Henkel & Best Co., Chicago, Ill.; Gutman-Soloman Co., New York; Bonita Art Co., Wheeling, W. Va., and Real Art Marble Works, Pittsburgh.

With these additional space reservations the entire nine floors of exhibit rooms have been sold.

As the show opens, there are but few rooms not set up for displays, this being due to samples delayed in transit, for the most part. By the middle of the week the show will be in full swing, and the second week will tell the tale as far as the placing of orders is concerned.

## U. S. Toy Trade Set at \$100,000,000 a Year

More than \$100,000,000 was expended for toys by the people of the United States in 1921. The factory value of toys manufactured in the United States, says a statement by the National City Bank of New York, more than trebled when the war cut us off from that former cheap source of our toy imports. Germany, and the value of the toys and games turned out by our factories in 1919, the latest census year, is officially stated at \$46,000,000 against \$14,000,000 in the preceding census year, 1914. Meantime, the imports of toys, which fell from \$8,000,000 in the year before the war to a little more than \$1,000,000 in the year of its close, quickly advanced to \$6,000,000 in 1920 and \$10,000,000 in 1921, so that the imports of toys in the fiscal year 1921 were actually greater in value than in any year preceding the war.

## Two Kinds of People

There are two kinds of people in the world—word people and fact people. The former deal in words and phrases and form their judgments on opinions and beliefs. The latter analyze questions and draw conclusions only from the point of view of what they believe to be established facts. The two types are as far apart as the north and south poles and are incapable of carrying on anything in the way of intelligent argument or debate because they do not talk the same language or think by the same method. The word man starts with a desired conclusion and fashions his facts to produce that result. The fact man analyzes his subject, seeks to establish the truth in regard to facts which have a bearing on it and then fearlessly draws what he believes to be honest conclusions. His process is like the working out of a mathematical problem; he does not know what the answer will be until the last figure is made. He thinks forward, while the word man thinks backward.

## Monthly Summary of Imports

The imports of earthen, stone and china ware for the month of December, 1921, compared with the same month in the preceding year, were as follows:

	1920	1921
China, not decorated .....	\$ 40,859	\$ 57,333
China, decorated .....	404,288	471,807
From France .....	11,722	70,202
From Germany .....	78,082	98,668
From United Kingdom .....	56,234	72,149
From Japan .....	217,241	160,827
From other countries .....	40,949	69,961
Earthenware, not decorated .....	53,445	28,190
Earthenware, decorated .....	307,884	396,135
All other .....	40,041	40,886

Total ..... \$1,250,745 \$1,466,158  
For Twelve Months Ending December

	1919	1920	1921
China, not decorated .....	\$ 413,733	\$ 434,790	\$ 666,486
China, decorated .....	3,698,454	6,262,249	7,019,236
From France .....	731,036	578,267	862,462
From Germany .....	671,756	799,756	1,902,329
From United Kingdom ..	256,267	567,424	648,659
From Japan .....	1,827,435	3,877,020	3,121,765
From other countries ....	211,960	439,782	484,021
Earthenware, not decorated	384,359	347,995	429,140
Earthenware, decorated ...	2,350,838	3,908,749	3,957,231
All other .....	302,629	674,551	451,343

Total ..... \$10,848,467 \$17,890,583 \$19,542,672

### Dolls and Toys

	1920	1921
Dolls and parts of dolls .....	\$ 84,599	\$ 45,991
All other toys .....	333,900	228,671

Total ..... \$418,499 \$274,662  
For Twelve Months Ending December

	1919	1920	1921
Dolls and parts .....	\$1,232,344	\$ 2,839,532	\$1,462,913
All other toys .....	1,719,975	7,898,162	5,644,495

Total ..... \$2,952,319 \$10,737,694 \$7,107,408

### Glassware

For Twelve Months Ending December

1920	1921	1919	1920	1921
\$127,145	\$115,361	\$441,233	\$1,208,394	\$1,472,977

### China Clay

For Twelve Months Ending December

1920	1921	1919	1920	1921
\$288,222	\$286,989	\$1,966,667	\$3,572,568	\$1,555,724

### Hydrate of Potash

Containing not more than 15 per cent of caustic soda

For Twelve Months Ending December

1920	1921	1919	1920	1921
\$15,662	\$51,541	\$134,166	\$451,274	\$487,182

### Articles of Metal Enamelled or Glazed With Vitreous Glasses

For Twelve Months Ending December

1920	1921	1919	1920	1921
\$25,797	\$60,523	\$66,604	\$382,960	\$367,502

### Notes of Ceramic Investigations by Bureau of Mines

In the studies of the colloidal content of clay being made at the Ceramic Experiment Station of the Bureau of Mines, Columbus, Ohio, density concentration curves have been run on ball clays and bentonite. Absorption of malachite green by clays, bentonite and chalk is being investigated. Work has been started on the determination of the relation between concentration and plastic flow.

Laboratory work on the use of various fluxes for dead-burning dolomite has been completed at the Columbus Station. Work is being continued on the effect of highly aluminous fluxes on dead-burning dolomite.

## ANNOUNCEMENT

*We extend a most cordial invitation to visit our display*

at the

### CHICAGO EXHIBIT

of

### GLASS—POTTERY—LAMPS AND HOUSEFURNISHINGS

February 6th to 18th, 1922

HOTEL MORRISON, CHICAGO.  
ROOM 534

## FINE PORCELAINS

Vases—Bowls—Candlesticks  
Comports and Covered Jars

in

### HISPANO-MORESQUE

Lustres and Metallic Glazes

Our unparalleled range of colors which has hitherto not been approached can well be named the most remarkable achievement of Ceramic Arts in recent years.

Visiting Buyers and friends are assured of a hearty welcome and our display will be one of the most interesting Features of the Exhibit.

## THE N. O. CEDERBORG CO.

GLEN-ELLYN, ILL.

*Catalogs and Color Samples on request*

We have still available in some cities the exclusive sales rights for our ware, which we can offer to responsible dealers, such as High Grade Jewelers, Art Stores, Gift and China Shops or Interior Decorators.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE  
312  
SOUTH  
CLARK  
STREET

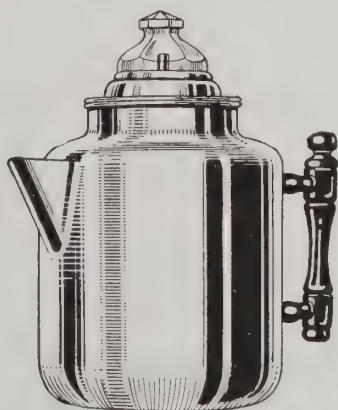
The Fair is holding its 15th Annual Sale of Dinnerware and Glassware this month. As usual, this event offers the buying public some mighty interesting bargains at approximately 20 per cent. below the regular retail prices. Among the articles on sale last week were Theo. Haviland French china dinner sets of 100 pieces for \$47.50, and cut glass stemware in attractive floral designs sold at \$3.45 for half dozen. Nippon china celery sets consisting of seven pieces proved to be good sellers at \$1.49.

After-inventory sale by Burley & Company is now under way. This is a yearly affair with this big china and glass house and includes all their incomplete lines and odds and ends at reductions of 50 per cent. The after-inventory sale of odds and ends is always a good method of quickly disposing of surplus and odd lots and to prepare for incoming merchandise and Spring trade.

A. J. Asmus, a crockery and hardware buyer from Galena, Ill., was in the Chicago Market recently ordering new stock. He stopped at the Brevoort Hotel.

J. Tauesch, crockery buyer from Wapakoneta, Ohio, was among the few visiting buyers in the Chicago market last week.

The Illinois Pure Aluminum Company, Lamont, Ill., makers of the famous "American Maid" line of aluminum kitchen utensils, have been operating up to capacity for some time past. They are at present employing about 300 men and the plant is working day and night. This concern, which makes a popular priced line, is one of the oldest makers of aluminum kitchen goods in the country, having been in business since 1892. During the month of December the plant turned out 420,000 single pieces.



Since the first of the year they have added the following numbers to the line: Self-basting roasters, ball-shaped percolator, large heavy preserving kettle and convex kettles. The percolator has a seamless welded spout and is an exceptional retail value for one dollar.

The Joyce Art Studios, Chicago, under the direction of Mrs. Joyce, are making some mighty attractive and beautiful gift shop items, including guaranteed and encrusted gold work, lustre glass ware and gold band glassware. Their original designs in floral decorations on china are very cleverly brought out in the finished product.

The forget-me-not pattern is the specialty of the Lukens Studios, decorators of fine china, with headquarters and studios in Chicago. Floral and conventional designs made by this concern are equally attractive and are finding ready sale among the retailers.

The Manufacturers and Importers' Association of America will hold their 20th semi-annual merchandise exhibit at the Palmer House beginning February 13 and ending February 18. This exhibit usually draws many buyers from variety stores, 5 and 10 stores, stationery houses, department stores and crockery and glass establishments. It is expected that with this exhibit being held at the same time as the Chicago Exhibit of Crockery, Glass, Lamps and Housefurnishings, that Chicago will have a raft of buyers to entertain during the middle of February. While the exhibit at the Palmer House covers many lines and a variety of merchandise, it is expected that the merchants in town will mill back and forth from the exhibit at the Morrison to the exhibit at the Palmer House.

The Haeger Potteries of Dundee, Ill., makers of Haeger Pottery, known the country over, have added some excellent numbers to their already extensive line since the first of the year. The new numbers include wall pockets, basket, candlesticks and fruit bowls all made with the beautiful glazed finish characteristic of this line.

H. Marmorstein, 2523 N. Halsted St., is operating a decorating studio with two kilns. Mr. Marmorstein is said to be the originator of crystal lustre ware, and at the present time is producing this ware in a limited way in orange and blue effects, on bowls, vases, etc.

W. C. Owen, art ware manufacturer's representative, 17 N. Wabash, is now representing and displaying in his show rooms the unusual line of decorated and colored glassware made by J. A. Staglinger of Buffalo. This showing includes many desirable shapes in candy jars, bonbon dishes, bud vases, goblets, vases, etc., in solid color glassware as well as fired decorations on clear glass. Antique patterns, conventional patterns and grape and butterfly designs. All the numbers are tempting items for the retailers' shelves, due to their charm in decoration and symmetry of lines.



Francis Shape Pattern No. 1450 D

A beautiful pattern that will strike Milady's fancy nine times out of ten. Has attained well deserved success wherever it has been shown.

The artistic rose border arrangement done in delicate pink and gray tones is really fetching.

The graceful Francis shape lends still further charm to the offering.

## THE C. C. THOMPSON POTTERY CO.

*Manufacturing Potters*

White and Decorated Ware—Semi-Porcelain Dinnerware

EAST LIVERPOOL, OHIO

Rooms 545-46 at Chicago Show



## Mercer Pottery Company

TRENTON, N. J.

BUYERS VISITING CHICAGO ARE INVITED TO INSPECT OUR LINE OF NEW DINNERWARE DECORATIONS AND DECORATED HOTELWARE ON VIEW.

Room 918, MORRISON HOTEL

A. G. HALLGREN, Representative

### Are You Working With Your Boss or Merely for His Money?

Are you working with your employer—or merely working for his payroll?

Have you noticed that in business and social life the really happy successes are those who are always striving to give, rather than take?

The payroll worker simply aims to “get by,” and as a result, at the finish he usually finds that he has gotten nowhere. The only time his work attracts special attention is when one of the periodical waves of depression settles over industry; then he is among the first to get laid off.

There is no job in the world but what can be done a little better; so the same job in the hands of two different types of employees becomes two entirely different jobs. The job and the man find a common level. A big man on a small job soon elevates that job into the big class. Conversely, a small man on a big job soon causes the job to deteriorate into the small-job class.

No sane man would knowingly build a structure with cheap, inferior material, for it might collapse when he needs it most. Likewise, no sane business man wants an organization of cheap men.

To realize this, it is only necessary to look at the difference in the recognized market value of the net assets of a going concern, as compared with the value of the assets of a concern that has ceased to go. The great difference in value in favor of the assets of the going concern is the difference between having an efficient

operating organization, and having had a cheap, “get by” organization that collapsed under pressure and left the assets stranded with no supporting organization at all.—George H. Rasch, General Manager, Morris & Company's By-Products Interests, in *Forbes Magazine* (N. Y.).

### Peasant Scarves for Decorations

The innovation of peasant “Head Scarves” for lamps, pillows, and wall hangings is an effective deviation in using these novel importations; the ever-varying colors harmonizing in splendid candor with room furnishings and decorations. These attractive scarves come from southern Italy, India, the Tyrol, Belgium, France and Hungary, and are Oriental in grandeur of tone and brilliancy. Draperies have ever a fascination for lovers of interior decorations, hence the popularity of these unusual “Head Scarves” for carrying out the native idea of certain countries. Their novelty and beauty have well adapted them to Gift Shops, where unusual importations find a ready market.

The native originality of these “Head Scarves” bring back to the world traveler memories of peasant life in far-away mountains of silent grandeur, or the dreamy, listless life of the Orient. So much thought is now being given to the Far East and European countries that anything savoring of Eastern brilliancy is received with enthusiasm. In the peasant “Head Scarves” there is all that is needed to intensify and strengthen the fascination of Oriental splendor.



## See the Carrara Ware at the Chicago Exhibit

*Visitors at the Chicago Exhibit  
will have an opportunity to view  
the Carrara Ware that made such  
a hit at Pittsburgh. Solid colors  
in pearl gray, coral, and jade.  
Buffet sets and vases.*

## UNITED STATES GLASS CO.

GENERAL OFFICES & SALES ROOMS  
*South 9th & Bingham St., Pittsburgh, Penna.*

NEW YORK: 1107 Broadway,  
E. T. W. CRAIG, *Representative*  
BOSTON: 127 Federal Street,  
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BALTIMORE: 110 Hopkins Place,  
JOHN A. DOBSON, *Representative*

PHILADELPHIA: Eleventh and Market Sts.,  
J. A. HEMPLE, *Representative*  
LOS ANGELES: 634 South Olive Street,  
J. F. STRIK, *Representative*  
CHICAGO: 30 East Randolph Street,  
F. T. RENSHAW, *Representative*

SAN FRANCISCO: 628 Mission Street,  
F. M. DUNN, *Representative*  
DALLAS: Southland Hotel Building,  
D. D. OTSTOTT, Inc., *Representative*  
DENVER: 1717 Arapahoe Street,  
QUEREAU SHELTON SELLING Co., *Representatives*

The J. H. STOUFFER CO.  
2619 PRAIRIE AVE., CHICAGO, ILL.

*IMPORTERS and EXCLUSIVE  
Decorators of High Grade China*

*Encrusted Gold, Conventional Naturalistic  
and Lustre Effects*

SEE OUR DISPLAY

ROOM 514, HOTEL MORRISON  
FEBRUARY 6th TO 18th

PHONE  
BARCLAY 5092

YOUR ADVERTISEMENT  
IN THIS SPACE

WILL YIELD YOU

A SALES HARVEST

DEMAREST PUBLICATIONS INC.  
92 WEST BROADWAY NEW YORK



# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

**DEMAREST PUBLICATIONS, Inc.**

**92 WEST BROADWAY . . . NEW YORK**

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215 West 6th St.  
East Liverpool

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No. 7

## AS THE EDITOR SEES IT

### OPPORTUNITY

**T**HERE are salesmen and salesmen, but "putting things over" rests entirely with the man who presents his goods with a strong appeal and holds his customer's interest. Perhaps there are no lines in which there are stronger selling points than in crockery and glassware, because of the all-year demand and the beauty in manufacture, decorative treatment, history of design and varying models. However, some lines perhaps need more persuasive argument to make a sale than others, and here is where the good salesman shines. He will present the articles in such a manner that his customer will be convinced of their merit and upon his authority a sale will be consummated.

But all the ability in selling and all the effort and energy that a man may put into his work, it will not always bring results, for he must be helped and backed up by his employer. This can only be done by judicious advertising, and in co-operation in every possible manner in service, keeping goods up to a set standard, etc.

With a good publicity campaign as a strong fortification behind him, and providing he has a tangible article to present, he can offer his goods with confidence and prove his statements, because he is backed by his firm's assertions.

In summing up most firms' successes it has been proven that advertising is one of the greatest aides for the ambitious salesman. It assists him materially to meet an opportunity when it presents itself.

If an opportunity only comes once, there is all the more reason why it should be caught in a strong net and made the most of. A much coveted account may be lost through unconvincing salesmanship.

### CREDIT

**P**ERHAPS some of our good readers took note of a brief article which appeared in our Holiday Number on the subject of Credit. We hope they did at least, for the reason that contained in it were a few facts we were fortunate enough to obtain from "one who knew," in that special line of work. And so the article was written with the idea of giving some little pointers to the trade that might be of assistance.

The writer is not a credit man in the true sense of the word, but has come to the conclusion that most any business man with the faculty of logical reasoning—and most all of us have that—can pretty well size up this important phase of business, by close observation.

To express again the thought outlined in our previous article, "CONFIDENCE" is the keynote to the whole situation. Most of us have a sense of fair play which we express in our own individual way, and we all realize the inestimable value of a good reputation which counts for everything, not only in business but in every other way.

A man or firm assuming an obligation prides himself or themselves most always upon going through with it, or, in other words, in making good. The reason is very simple. They want to create confidence for their business even if they have no higher motive in the matter.

Naturally a financial statement is always desirable, but even this counts for little if the individual or firm has not established a reputation for "fair play" and inspired confidence among those with whom he deals.

# Association Dinner Registers Success

Interesting Speakers and Other Special Features  
Keep Diners in Good Humor at Hotel Astor

THE usual spirit of gayety pervaded the occasion of the thirtieth Anniversary Dinner of the Pottery, Glass and Brass Salesmen's Association, held on Wednesday evening, February 15th, at the Hotel Astor. During the hour preceding the gastronomic number, over three hundred members and guests thronged the corridor leading to the dining room. On every side were heard cordial effusions and renewal of old acquaintanceships that always mark the Association's gatherings. Prolonged handshakes, homeric laughter, and good fellowship were abundantly in evidence.

The jovial crowd entered the dining hall at eight o'clock, to the accompaniment of lively music by the Manhattan Trio, and after the room had rung with the singing of the Star Spangled Banner, President of the Association Lee Schoenthal welcomed the diners as follows:

"Fellow-members of the Pottery, Glass and Brass Salesmen's Association, Friends, and Honored Guests: It gives me great pleasure to welcome you to one of our reunions. At the very beginning I want to thank you with a feeling of most sincere gratitude for having re-elected me your president. It shows that there is still some feeling of accord and amity between seller and buyer.

"If any of you have any misgivings as to the future of the seller, only yesterday I heard of a knight of the road who, having met one of his compatriots and companions in misery, said: 'Max, how's business?'

"'Business?' was the reply. 'Oh, business is even.'

"The first knight asked for a little more specific statement: 'What do you mean by 'Business is even?'

"And the answer was, 'Business is even not so good as last week.'

I am not going to delay the pleasures of the evening—neither the feast which awaits nor the brilliant post-prandial dissertations which are to follow; but before we are seated, I ask you to raise your glasses to the chief magistrate of the nation, the President."

After applauding President Schoenthal's introductory remarks, all did ample justice to the choice succession of viands; here and there arose chuckles of triumph as

some erudite individual would decode the Gallic menu designations of the respective delicacies.

Music accompanied the progress of the dinner, and popular song hits, in which every one present participated, were rendered under the direction of T. Arthur Baker. "Sweet Rosie O'Grady" and "The Sidewalks of New York" met with especial favor and were repeated again and again. The hitherto unknown vocal talents of some of the members won the admiration of the assemblage at this juncture.

At 9:30, as the chairs began to be pushed back, and rings of smoke were floating gracefully from innumerable cigars, President Schoenthal resumed his forensic capacity.

## PRESIDENT LEE SCHOENTHAL

"Gentlemen: Thirty years ago a small group of big-hearted fellows banded themselves together in a humane and intimate work. From the nucleus of this organization we have developed into an association of over 1,250 members, the representative organization of our allied trades in this country.

"To review briefly our accomplishments of the last year; while we have not attained, in our recent campaign for membership, the goal implied by our slogan, we have gone well forward towards establishing ourselves as a very strong permanent organization, and have accumulated a surplus in our treasury, the largest in our association's history, of nearly \$25,000. Many of our territorial vice-presidents from coast to coast have given us an assurance of even more active work during the coming year, and I hope when my term of service will have ended that our organization which we love so much will be stronger and larger than ever.

"To the Secretary and Treasurer I want especially to extend my thanks. Most of the work incident to the Association is done by them, and I know that I am only voicing the sentiment of our entire membership when I express such a thought.

"Now, gentlemen, to the real pleasures of the evening. In the now sophisticated metropolis of West Virginia there has been dedicated to the art of American ceramics a veritable temple of beauty, gorgeous to behold, satisfying to the most prosaic, and costing \$100,000.



PRESIDENT LEE SCHOENTHAL



Across the municipal boundary in Chester another place has been erected to the glory of American pots. When the high mogul of the former visited the big chief of the latter, he ventured to express his admiration, saying that a great work had been done to enhance the beauty of the wares, and then asking, "Say, Bill, how much did this cost?"

"Eighteen hundred dollars," came the reply.

"Which leaves us just \$98,200 to spend on booze for these parasitic buyers that come to East Liverpool.

To call him master potter is to mention but the least of his attainments. Take the "o" from potter and substitute a "u," and behold the wizard of the green. Necromancer in the art of the silver tongue, he lifts us from things earthly to things spiritual. I have the distinguished honor to introduce to you the Honorable W. Edward Wells, of Newell, Miami, New York, and the next United States Senator from West Virginia.

### HON. W. EDWARD WELLS

*Mr. Chairman and Gentlemen of your Association:*

For some little while past, since I have felt the impulse of years creeping over me, I have been seeking for a man who would pronounce my obituary, and I have him here.

What I would like to talk to you boys to-night about are those things that you are most interested in—shop. But the committee in charge of this entertainment said to me that I must not talk shop. So you will lose a lot, boys. I must not reveal to you to-night the secrets of the trade, because with my gray locks I could reveal to you boys so many things that you had hoped for—the ability to make, the ability to impart, the ability to sell, the ability to mesmerize. They have assigned to me a subject. If I have any independence at all, I do not have to stick to that subject. Out in East Liverpool they tell me I never stick to my text, but to-night I am going to talk to you on a subject of which many of you are before me—the tired business man.

Oh, more than twenty years ago, I think it was, when the United States Steel Corporation was formed, the junior partners of Andrew Carnegie found themselves suddenly possessed of an unexpected and a most amazing wealth. Several of these fortunate men immediately retired from business and thus set out to enjoy their good fortune. Andrew Carnegie said to one of those men this: "Don't you do it, Tom. Don't you quit work. You will make a mistake. Tom, you have plenty to retire on but you have nothing to retire to." That is my text.

How that prophecy was fulfilled is a matter of common knowledge. Men who had been giants in business had become failures in idleness. We all have probably seen the same thing happen amongst our friends. We have all encountered that pathetic figure—the retired business man who has plenty to retire on but nothing to retire to. He has looked forward for years to the time when he could throw off business cares, settle down in peace and contentment and round out his lifetime with a long and blissful vacation just to do nothing for ever and ever.

But when his dreams come true there also comes the disenchantment. He has centered his mind and heart on business alone. He has nothing more than a superficial knowledge of, and still less interest in politics, literature, sports, the world of Nature and the manifold opportunities all about us that add zest and flavor to the art of living.

He has never learned to dream. He never learned to play. Business was his only hobby. When that was lost he has nothing else to mount. He became a blind wanderer in a world of beauty. He learned too late that to do nothing for ever and ever is at first pleasant, then irksome and at last torture.

The reverse is the picture of the man who has been the Master of his business, not its slave. The one who has looked beyond his desk during the working hours and beyond his newspaper in the Home. The one who has become part of the activities of his country and of his times, the one who has found interest and enjoyment in the manifold ways of nature. No matter what his years such a man cannot grow old in his heart nor tired in his soul.

To escape a sordid, stale and uncomfortable old age, one should cultivate a diversity of interests. He should have as many hobbies as he can afford, at least enough of them to fill any void that may be left in his life by sudden change, misfortune or contingency.

While these hobbies abound, my text this evening is just one of them, "The Old Fashioned Garden." At least, I hope to get to it after a while.

The principal countries of Europe do much more than we do to delight the eye and the ear, to cultivate and please the esthetic sense in their peoples. In Art and in Architecture, in Music, parks and in the cultivation of flowers they have gone away in advance of us. These things are made available to all people. They are encouraged to understand them, to learn to love them and to set a high value upon them. The people are taught to play in such a way as to benefit the mind, the body and the soul. Without such things in life Europe as it is today would indeed be a nightmare.

In this country we do not set a sufficiently high value upon those things that do not contribute to our daily bread, upon those things that broaden the mind and expand the soul.

Nature in America as God built it was an endless panorama of beauty. But industry with its smoke and grime, the building of factories, towns, and cities with reckless disregard for symmetry and beauty, or for how much the work may scar the face of nature, have done much to deface this Garden of the Gods. In industrial America, it will not be easy to restore the original natural beauty but it must be the duty of all of us to do what we can in that direction. It is amazing how much can be done when one sets about building a garden with a real love for the work, a love which grows and multiplies with each year of endeavor.

No other investment pays so well in the return of things that make life worth living. Whatever we give in the cultivation of beauty we get back with compound interest in joy, contentment and inspiration.

Bryant calls the flowers "the beauteous sisterhood" and says in *Thanatopsis* "To him who in the love of Nature holds communion with her visible forms, she speaks a various language." And Walter Savage Landor says, "Sweet scents are the swift vehicles of still sweeter thoughts." And he writes a beautiful tribute to "the ever sacred cup of the pure lily."

When an old man John Burroughs, in one of his last essays reviews his long life in communion with Nature, he tells of his fullness of years and with an overflowing heart, how wonderful he had found this old world of ours. How he had combined the practical in actual forming with the esthetic in the life long fellowship with flowers, birds and trees. He says, "While I have gathered the bread and meat for my body, I have not neglected to gather the bread and meat for my soul." A text upon which one might speak volumes. Burroughs was one who truly found "Voices in trees, sermons in stones, books in running brooks, and good in everything."

So; if this evening I may suggest to you practical men that you will find bread and meat for your souls in an Old Fashioned Garden, and may persuade some of you to make two blossoms grow where one has grown before, I shall be compensated for the embarrassment and stage fright I always feel when addressing an audience.

The appreciation and love of the beautiful in flowers is as old as the rose itself. It is a theme that is touched upon in the oldest literature. It pervades the mythology of the oldest religions, and often appears in the Bible itself. Isaiah says, "Be





THIRTIETH ANNIVERSARY DINNER OF THE POTTERY, GLASS & BRASS SALESMEN'S ASSOCIATION,

HOTEL ASTOR, FEBRUARY 15, 1922.



thou glad oh thirsting desert; let the desert be made cheerful and bloom as the lily, and the barren places of Jordan shall run wild with wood." If I were a preacher I should build a sermon around that text.

Then again, in the Sermon on the Mount, "Behold the lily of the field, how it grows. It toils not, either does it spin. Yet I say unto you, Solomon in all his glory was not arrayed like one of these."

If you are to be successful with your garden, you must make friends with your flowers. You must know something of their habits and their needs. You should know them by name, by blossom and seed. If you do not try to bolt your botany, attempt to absorb it all at once, but take it by easy stages, a new plant or two each year, you will find the knowledge you need will come to you in an easy and delightful way. You will acquire that love for the children of your garden, to which they respond as the child responds to an atmosphere of love in its home.

John Ruskin says that "there is more than fancy in the saying that flowers only flourish rightly in the garden of some one who loves them." I know that you would like that to be true, you would think it a pleasant magic if you could flush your flowers into a brighter bloom by a kind look upon them. You would like it if it could be truly said of you:—

"Even the light harebell raised its head—  
Elastic from her airy tread."

I have been told by men who sincerely believed it, that flowers pinned to the breast of some women will suddenly droop and die, while on others they seem to take on new life and fragrance.

Some amateur gardeners and readers of Garden Magazines are appalled by the things we are told to do. They get the notion that it is about as hard to raise a petunia as a bottle baby. I have just about given up literature of that kind, as I find after a while one almost instinctively knows what is best to do for the health and beauty of his friends the flowers.

Do not let such things discourage you, nor get frightened by the jaw-breaking nomenclature of the flowers. In time even the hardest of these such as antirrhinum, escholtzia, scabiosa, etc., will become as easy to remember as the names of your friends. You will find it a very diverting study to trace back the origin of the names of your favorites.

Grecian mythology, you may remember, tells the story of the charming Apollo, god of sun, and of music and of manly beauty. Apollo acquired a great affection for a mortal lad named Hyacinthus. One day he came down to the earth from Olympus, the home of the Grecian gods, and engaged in a game of quoits with Hyacinthus. Zephyrus, the god of the winds, was also an admirer of Hyacinthus and in his jealousy of Apollo, caused a sharp wind to divert a quoit pitched by Apollo in such a way as to strike Hyacinthus on the brow. He fell over and died. Apollo in his grief and remorse caused the drops of blood which fell to the earth from the brow of his friend to spring up in fragrant purple flowers which ever since have been known as hyacinths.

A mortal maiden named Echo, of great beauty wandered much through the forests. She fell passionately in love with a splendid youth named Narcissus who was also a frequenter of the woods. Narcissus did not respond, and Echo pined away until nothing remained of her but her voice destined forever to haunt the lonely places about the cliffs and hills. Before she died she prayed the immortal gods to avenge her by causing Narcissus to suffer the pangs of unrequited love. They did it in his way. One day Narcissus bending over a clear pool of water to drink, saw his own reflection which he took to be a beautiful water nymph, and instantly was touched with a shaft of Cupid and fell head over heels in love. He attempted to seize the nymph in his arms, but she instantly disappeared. He sought her everywhere and after a while found her in the pool. Again he disappeared as he reached out and touched the water. This was repeated again and again until in despair Narcissus pined and died as Echo had done. But he was beloved of the gods,

who in his memory made to grow at the edge of the pool a charming flower with drooping head which to this day is called Narcissus.

Another story from mythology is that of Juno, the queen of the gods, on Mt. Olympus who had a swift messenger whose name was Iris. This messenger sped so fast through the sky when on an errand that nothing could be seen of her but the trail of her lovely garments, and that trail was the rainbow. Hence the old Romans called the rainbow "Iris," and our exquisite flower was named for the rainbow. The flower like the rainbow is what John Burroughs calls the "incarnation of the spirit of beauty."

Then there are those lines with which you are all familiar telling how the "little blue-eyed one" got its name:

"When to the flowers so beautiful  
The Father gave a name,  
Back came a little blue-eyed one,  
All timidly it came,  
And standing at its Father's feet  
And gazing in His face  
It said in low and trembling tones:  
'Dear God, the name thou gavest me  
Alas I have forgot.'  
Kindly the Father looked him down  
And said 'Forget-me-Not.'"

The enjoyment of a garden does not all end when the plants die in the early winter. Some years ago I addressed the Elks in East Liverpool upon the occasion of their Memorial Day—the first Sunday of December, and in support of the belief that death does not end all, I told the story of how my son, Arthur, then a small boy, and I had spent Thanksgiving Day.

We had gone out to our "old fashioned garden" to look for seeds. The plants were all brown and withered. There was no fragrance, no color, only the wreck of a summer's beauty. At first flush it did not promise much of interest, but the ripened seeds were still there. Each variety was different from every other—different in the style of the seed cap—different in the manner in which it was stored away in perfect order and economy of space, different in size, in form and in color.

There was the pendent pod of the mignonette like silk in texture shaped like a purse drawn together at the top to hold its wealth of tiny seed. There was the cotton tuft of coxcomb, that when inverted showered down its seed fine and black as powder grains. There were the needle seeds of the marigold, each with its little wing, arranged in cups, outwardly coarse and rough, but within a model of perfect design. There were the gnarled and twisted crescent seeds of the calendula, as irregular in form as dried tea leaves yet in the pod perfectly matched together.

There were the horn-like husks of the hibiscus, opening like chestnut burrs and filled with shot. There were the round wooly pods of the hollyhock, each packed with its ring of tiny discs. The verbena put up its seed stalk like a feather, and so on through the garden, each variety in a manner peculiar to itself had stored up the germs of life, had provided to perpetuate itself and then had died root, stock and branch; but the vital part, the soul of the flower still lived.

We had lamented the death of the flowers, but there in that grave of a garden had found plainly written the lesson of lessons that nature teaches, that death does not end all, that death is only a phase of life, that the body may perish but the body is only the medium for the development of a spirit, a spirit that deserts the body for a higher destiny. And withal in the death of the flowers there is a beauty and a promise. These thoughts could not have occurred to the boy, yet there was so much of interest even to him in reading the marvelous design and workmanship of nature as revealed in these common little things that he said: "Haven't we had the fine time this afternoon."

That evening we went out and sat at the edge of the woods and watched a brilliant November sunset. The sky was windswept and clear. The silver crescent of the new moon shone in the far

southwest through a field of turquoise, shading away to the hilltops through amethyst, ruby and gold. The boy said: "Doesn't that promise a fine day for to-morrow?" Here again, in the death of the day, was a beauty and a promise.

That night after the moon had set the brilliant constellations of early winter shone out in a cloudless sky. The Milky Way swept across the dome; in the southeast was Orion framed in gems, with dazzling belt and sword. A little later Sirius, the dog star, came up out of the east in his green majesty, the monarch of all the fixed stars. Higher up were the mysterious Pleiades sparkling dimly and just below them red Aldebaran, the follower. In the north shone out our near neighbor, blue Capella, swinging around the starry circle, showing the way to the Great Bear. This most brilliant part of the heavens comes into view only when winter comes, as though to speak to men more clearly of the eternal vastness and glory of the universe at a time when earth appears sullen and dead. Here again at the death of the year Nature speaks those everlasting words of beauty and promise.

The seed, the soul of the flower, returns to its mother earth, while the soul of man returns to its Father, God. So my invitation to you, my friends, is to come out into the garden. Let us go to you, my friends, is to come into the garden. Let us go down among the flowers.

Let us go down among those sweet, living things with the deep color of heaven upon them, whose purity washed from the dust is opening bud by bud and waiting for you and me.

Even as many times as our own silver-tongued orator, Mr. Wells, has thrilled us with his eloquence in the past, it was generally conceded by all who heard him on this occasion that he has never given anything finer than "In My Garden of Flowers." No one could have heard it without a feeling of gratitude at having been privileged to listen to him. It was one of those delightfully rare things that provide real food for thought, and evidenced an exceptional appreciation of the really finer things of life. To those who were not fortunate enough to hear him they will appreciate reading what he had to say.

President Schoenthal next introduced Justice Gannon, as follows: "The very bulwark of our beloved land is based upon our law courts. I ask your most close attention and respect to an eminent jurist who is with us to-night.

"Properly reared under the auspices of Tracy, Boardman & Platt, and particularly under the sheltering wing of the renowned Tom Platt, a young barrister quickly attained the highest court, the ermine of our Commonwealth. It is my great honor to present to you the Hon. Frank S. Gannon, Jr., Justice of the Supreme Court of the State of New York, whose subject is 'The Courts and the People.'"

#### JUSTICE FRANK S. GANNON, JR.

*Mr. President and Gentlemen:*

I do not think that this meeting to-night is attuned to public speaking. I think it is too cordial, too intimate. Every one enjoys his own particular neighbor too much. I agree with the gentleman whom I have never met but whose perspicacity I admire, who said that this room is not acoustically accommodated to speaking. I can hardly blame the man at the other end of the room for not hearing what was said at this table. I am not going to offend against that intimate contact I referred to by detaining you very long.

I am glad to be here. I felt immediately at home. I was entertained before I sat at this distinguished table.

A gentleman at the end of the room immediately enthralled

me when he shook my hand and said that he had voted for me last fall. At that moment I had discovered the man who voted for me in Brooklyn.

Now this is not a pleasant moment, but a few pleasant moments for me. I am going to try to make them a little less unpleasant for you than they are for me. You know, an invitation to a dinner is one thing but the threat of a speech that is held over one's head like the sword of Damocles and prevents his enjoying the evening is quite another.

I am reminded of an incident in my court the other day, and if there are any lawyers at this gathering to-night, it may be a lesson for them. You know, when we are accustomed to learning and to knowing and expressing the higher forms of language, perhaps we forget that those to whom we address our thoughts are not always so cultivated, and may not have enjoyed the same advantages of education as we ourselves. So, I find that lawyers, in asking witnesses questions, often present them in technical form so that the poor witness does not know what is being referred to. The other day a little Ford was sideswiped by a battle-gray touring car, upset in the gutter, and the occupants—a man, his wife, and his daughter—were nearly killed. The plaintiff was a rough sort of a chap, a railroad laborer, and when the lawyer for the defendant asked him, "What was the relative position of your car to the gray touring car at the time of the accident?" the witness was a bit stunned and replied, "I don't know what them words mean." The lawyer, endeavoring to clarify his question, asked, "At the time of the collision what was the relation of this car that struck you to yours?" And the witness answered, "It wasn't any relation. Mine was a Ford and his was a big touring car."

And that is my position, my friends. While the invitation to enjoy your hospitality was the big battle-gray touring car, the threat to address you and make the speech was the flivver. I was going to say a few words to you about the courts and the people. I do not think that to-night we want to hear anything very serious, do we? We are here to have a good time. Nobody wants to hear the serious talk that I prepared, nor would anybody listen. I for one hope that the next Senator from West Virginia has immortalized those beautiful thoughts expressed by him to-night in permanent form and that I may be fortunate enough to receive a copy and to read it, not for myself alone but for my children. He spoke about the boy that went to the garden with him, and I was particularly moved, because, down in the little community on Staten Island where I live, I like, too, to go down into the garden with my boy. And I want him to cultivate the beautiful language of flowers about which Senator Wells told you.

Following the applause that greeted Judge Gannon's address, President Schoenthal next introduced the Hon. Edward Ford, who appears from year to year under so many distinguished titles that it is difficult to keep track of them. He is an old friend at the association dinners.

#### PRESIDENT SCHOENTHAL

Gentlemen: This year has been filled with vicissitudes, although with great hope, and it has inspired colossal questions, both local, national, and international. Even our greatest statesmen are no better equipped to discuss these great problems with lucidity and understanding than our next speaker and distinguished guest, the Honorable Edward Ford, ex-Minister to Venezuela.

Mr. Ford delivered a humorous monologue in his inimitable style, which was received with great applause and laughter.

After Mr. Martin King had amused his listeners with a collection of funny stories of the South, which came last on the evening's program, E. W. Hammond, in pre-



senting the watch offered by President Schoenthal for the one securing the most members for the Association for 1921, gave convincing evidence that when he succeeds to the presidency of the organization that the important part the president plays at the speakers' table will be in quite capable hands.

VICE-PRESIDENT E. W. HAMMOND

Fellow-members and Guests:  
During the past year Mr. Schoenthal, the President of this Association, offered as a prize a watch for the one who secured the largest number of new members during that period. This watch was won after a spirited contest by Mr. Charles A. Postley. I would ask Mr. Postley, if he is here, to kindly step forward. On behalf of Mr. Schoenthal, I present you with the watch you have so deservedly won.  
Mr. Postley responded with a few well-chosen remarks of thanks and said he expected to go right on with a campaign of his own for new members and even hoped to surpass his record of fifty-seven members for last year.  
President Schoenthal then brought a most enjoyable evening to a close with the following:

PRESIDENT SCHOENTHAL

Gentlemen: The last peroration ends our evening's program. I hope that you have all enjoyed yourselves and that you will come to every one of our dinners. I thank you very much, and I bespeak for my successors the same support that you have given me.

Among the Guests

- SPEAKERS' TABLE—President Lee Schoenthal, Vice-President E. W. Hammond, Hon. W. Edward Wells, J. Meredith Miller, Justice Frank S. Gannon, Jr., Martin King and Edward Ford.
- TABLE No. 1—William S. Pitcairn, George A. Stuart, F. J. Appleby, B. A. Levett, Robert Slimmon, John Hawthorn, W. D. Gilmore, Jos. Hurd, Mr. Bourne, Otto Rieman, C. P. Jones, R. G. Anthony, C. H. Hennings, C. C. Cullen, J. E. Wanzer, J. J. Allen, Guy Hawthorn, W. W. Evans, A. Jasman, E. H. Wade.
- TABLE No. 2—D. M. Miller, George Hamilton, H. R. Shirley, Charles B. Levy, W. H. DeMars, T. C. Dulin, Howard Dunn, J. Aldrich, Peter Wyckoff, Arthur Schluter, Joseph Watte, Lou Reisenstein, Albert Weber, L. Stock, Arthur Renz, Fred Grob, L. S. Hinman.
- TABLE No. 3—J. Tharaud, E. Torlotting, H. S. Clarke, E. Fondeville and guests.
- TABLE No. 4—John J. Hines and guests.
- TABLE No. 5—John Nixon, A. C. Scroggins, C. L. Weddle, A. G. Menzies, Mr. Graham, Clarence Young, Con L. Meyer.
- TABLE No. 6—Joseph F. O'Gorman, John J. Fallen, George W. Sturgis, David J. Wagner, Howard R. Handy, Henry C. Wagner, William R. Greene, William F. Boettler, Max Hoeftmann.
- TABLE No. 7—M. Herbert, S. Neuwirth, H. Kashins, H. Moskowitz, Max Hirsch, B. Alperstein, S. Herbert, D. Price, Lee Moses, P. Hicks, Mr. Mooney, Mr. Mulvihill, J. McCauley, J. M. Walsh.
- TABLE No. 8—F. Calvin Demarest, William Wagner, C. S. Major, J. Cleveland Demarest, M. Englehardt, Frederick S. Oliver, Mr. Traub, J. Friedman, F. L. Morecroft, J. Carl Underwood.
- TABLE No. 9—F. Obsner, L. A. Gimbel, Henry Schoenthal, A. P. Baker, Richard Gimbel, Mr. H. Ulman, E. B. Frank, J. M. Swift, Charles Wise, S. Newland, R. Gaertner.
- TABLE No. 10—G. L. Pitcairn, Langley Hawthorn, Wm. Kenner, M. C. Thiel, J. Winkler, J. H. Venon, G. E. Minard, W. Q. Vilcox, Mr. Morris, Mr. Morris, Jr., Mr. Sine, Robt. A. Heideck, F. G. Holden, Charles Smith, George O'Hara, Robert A. Paterson, Mr. Kostnor, S. E. Thompson.
- TABLE No. 11—W. S. Stillman, R. E. Stillman, W. I. Noble, Mr. Roche, John Davison, Ed. Dolfinger, Charles Hass, I. W. French, F. X. Cox, E. Rood, A. V. Rose.
- TABLE No. 12—Herman Siegel, Arthur G. Stier, Walter Brown, F. Kirschbaum, Max Friedman, Leon Sultan, George R. Nixon, D. E. Healey, R. E. L. Wells, Lee Kohns.
- TABLE No. 14—John L. Pasmantier, H. Oberlander, M. Koch, Nathan Basescu, Maurice G. Basescu, David Pasmantier, J. C.

- Manning, Max Pasmantier, Simon Roth, Charles Hermann.
- TABLE No. 15—Louis Levien and guests.
- TABLE No. 16—Alexander Sinai, Harry Krich, Harry Lissfeldt, S. J. Adler, W. E. Doctor, F. B. L. Jones, F. J. Crohan, M. M. Evans, W. S. Ensign, Thomas Tunstal, E. A. Unger, George Unger.
- TABLE No. 17—Frederick Groh, Emil Steuber, Louis Bobsard, G. L. Pullman, George C. Wurthmann, William E. Suhr, William W. Jones, Paul Schneeloch, C. P. Solmann, D. Carlton Tracy, Fred Fagan, F. A. Klapproth, Peter Pfaff, A. M. Tibben, William J. Allen.
- TABLE No. 18—A. Gunthel, L. Cruveilher, F. Duclos, H. Schlenker, J. Birn, I. Cary, G. Verneuil, H. Schwartz, F. Farrel, S. D. Corcoran, E. Warrin.
- TABLE No. 19—H. C. Edmiston, A. F. Tepe, J. H. Tatman, A. H. Burton, E. J. Ridgway, A. W. Mackenzie, Paul Millot, Geo. W. Watts, George Service.
- TABLE No. 20—L. S. Owen, D. K. Irwin, F. W. Jenkins, A. E. Soules, F. W. Lorenz, Mr. Newcomb, J. Rosenfeld, J. McIntosh, C. Gutman, E. Reiwald, H. Marks, D. Fisk, George Higginson, Guests of H. C. Gray Co.
- TABLE No. 21—H. A. Diehl, Henry Witte, George C. Kindt, Frank Robischek, Harry Godfrey, Charles Patton, Mr. Martin, Mr. Trigore, M. Leve, John A. Nixon, A. A. Frischman.
- TABLE No. 22—L. D. Seixas, B. H. Seixas, John V. Storch, Andrew Leslie, S. Sloan, W. Head, Mr. Brown, Mr. Mooney, W. G. Mueller, Karl Lickhard.
- TABLE No. 23—Louis Barnett, George Bruorton, Mr. S. Williams, Mr. Charles Cross, L. S. Landers, Robert M. Caird.
- TABLE No. 24—Charles A. Postley, Maurice Postley, Mr. Wilson, Gus Becker, William Moreland, I. S. Bier, William Brown, T. Lorenzen, Mr. Paulette, Mr. Andrew, Mr. Ward.
- TABLE No. 25—L. D. Bloch & Co., guests, H. Benedikt and guests.
- TABLE No. 26—Louis R. Garvey, John A. Lennstrom, J. J. Farbridge, David Littlejohn, W. H. Schwartz, John L. Garvey, Haviland & Co.
- TABLE No. 27—E. Jinushi, T. Nakayama, E. L. VanBuskirk, David Walker, Charles W. Cowles, Charles Hitchcock, William H. Schreiber.
- TABLE No. 28—J. Charles Groshut, Maxwel E. Mechner, A. J. Mora, George A. Keeneth.

Macy's to Build \$5,000,000 Addition to Store

Ground will be broken this month and construction work started on a nineteen-story addition to the R. H. Macy & Co. store at Thirty-fourth street and Broadway.

Contracts for the improvement, which indicates the firm's faith in the future of the district as a shopping centre, amounting to over \$5,000,000, were awarded last week.

The proposed addition and improvements will provide for 1,500,000 square feet of space. The new building will be twenty-one stories, two below the street, as compared with the present ten stories.

With the new structure joined to the main building, the store will have a Broadway frontage of 200 feet. It will extend 531 feet on Thirty-fourth street and 505 feet on Thirty-fifth street. The Macy holdings do not include the small piece of property on the corner of Broadway and Thirty-fourth street.

Discussing the plans Percy S. Straus, vice president of R. H. Macy & Co., said:

"It has been our intention for several years to enlarge our store to provide for increasing needs, but we were compelled to hold off because of the high cost of material and labor. We feel that the opportune time has arrived; that business conditions justify our going ahead with our plans.

"We have faith in the future of this section. We guessed accurately when we came up here in 1902, and we believe we guessed accurately when we decided to remain here. My father had not heard that the Pennsyl-

vania was to build a terminal a block away when he picked out the site.

"Our new home will have forty acres of space. In this building 10,000 employes will be on hand to serve our patrons. We expect to maintain the biggest dining room in the city, covering two and one-half acres of space. Provision has been made to give every employe a locker.

"Our delivery vehicles will no longer block the streets, as we plan to have our 130 automobiles driven inside, where four large elevators will conduct them up and down to levels below the street."

Robert D. Kohn, the architect, stated that the problem of handling crowds had received serious attention.

On one day 60,000 persons entered the Broadway doors of the store, he said. He said it had been necessary to provide additional elevators and escalators near the doors, the number of which would be increased. Thirty-five additional elevators are included in the plans.

### Edwin M. Knowles Line to Be Exhibited at McAlpin

As announced in a previous issue, the Edwin M. Knowles China Co., East Liverpool, O., will have an exhibit of their line at the Hotel McAlpin from February 20th to March 4th. The display will be in charge of the factory's travel representative, Wm. L. Tickell, and will include all the new designs for 1922. One of the

new and interesting features will be their line of service plates.

### Bullet-proof Glass Is Greatly in Demand

With the value of its product demonstrated through the most exacting tests, the Bullet-Proof and Non-Shatterable Glass Corporation, of No. 25 West Forty-third Street, is finding the demand for its product growing steadily.

Wherever thorough knowledge of the purpose, quality and efficiency of the corporation's product has been received a demand has instantly arisen, as it is felt that this new type of glass affords a degree of protection wherever glass is used that has long been an outstanding need.

In the tests which have been made it has been found that bullets fired from the most powerful revolvers are unable to penetrate the glass, and it has likewise been shown to be impervious to explosion, collision and similar mishaps which have so frequently caused serious injury through cuts from flying glass.

### Board of Management Meets

At a meeting of the Board of Management of the Salesmen's Association held at the Crockery Board of Trade rooms on Thursday, February 9th, Harry J. Bennett, sales manager for the Crooksville China Co., was elected to membership. The death claim of Ray H. Kaioka was also ordered paid.

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If you are going to Leipzig, you are most cordially invited to visit the exhibit of "Porzellanfabrik Fraureuth" at Mädler-Passage

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**JUSTIN THARAUD, INC.**

U. S. Representative

25 West Broadway : New York



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

THE well-known manufacturers' agent, Guy Cooke, who represents the American Clay Products Co., Crooksville China Co., and other lines, accompanied by A. E. Hull, of the Hull Pottery Co., Zanesville, O., will sail for Europe aboard the Nieu Amsterdam on Saturday. The trip is one of business and pleasure combined and is the initial voyage across for both gentlemen. They expect to visit the Leipzig fair.

Arthur J. Bennett, head of Cambridge Glass Co., Cambridge, O., arrived in New York this week to consult with the New York manager, Alex G. Menzies, and look over the concern's new salesroom at 184 Fifth Ave. He came here directly from the Chicago Exhibit, where his factory is maintaining a display.

"Jack" L. Lynch, buyer for J. Bacon & Sons, Louisville, Ky., spent last week in town placing orders for his firm. He left on Wednesday for Chicago, to look over the Exhibit there, before returning to Louisville. He was feeling in a particularly jubilant mood since his departments—china, glassware, house furnishings and toys—showed an increase for the year ending Dec. 31st, 1921, of 33 1/3 per cent.

I. Halpern, buyer for Stix Baer & Fuller, St. Louis, accompanied by Mrs. Halpern and his assistant, G. W. Fugate, registered at the Pennsylvania on Wednesday, February 8th. Messrs. Halpern and Fugate are putting in some busy days placing orders with the local dealers in order to finish up before the former sails with Mrs. Halpern for Europe on Saturday.

A. F. McMartin, buyer for the H. R. Ware Corp., New Rochelle, N. Y., has resigned his position with the firm and will be succeeded by Mr. Grosbeck, formerly house furnishing buyer for the Wise-Smith Co., Hartford, Conn.

Lee Schoenthal, buyer for Gimbel Bros., has arranged to sail aboard the Olympic on Saturday on his usual European buying trip. Julius Rosenfeld, of Lazarus & Rosenfeld, will be another passenger on the boat.

After being in New York for two weeks placing orders, D. W. Gould, buyer for the Grote-Rankin Co., Seattle, left for home on Thursday.

J. Joseph Snyder, sales manager for the Jones, McDuffee & Stratton Corp., Boston, expects to join the concern's traveling representative, Jas. P. Gordon, at the

Hotel McAlpin on Monday, when the latter opens up the firm's display there. This will give Mr. Snyder an opportunity to greet his many friends in the trade and renew old acquaintances.

The Edw. Malley Co., New Haven, Conn., have engaged Edward H. Roberts as buyer of their china, glassware, house furnishings, toy, trunk and bag departments. Mr. Roberts was formerly for five years with the Chas. A. Hoitt Co., Manchester, Vt., and previous to this was with the W. G. Reynolds Co., Burlington, Vt.

O. W. Watson, housefurnishings buyer for Frederick & Nelson, Inc., is scheduled to sail for Europe aboard the Olympic on Saturday.

Harry J. Bennett, sales manager for the Crooksville China Co., Crooksville, O., was in town the latter part of last week consulting with the concern's New York representative, Guy Cooke.

Thomas H. Garvin, Jr., traveler for the Pickard Studios, Chicago, is making a display of the concern's line of hand-decorated china in room 1521 of the Pennsylvania Hotel all this week.

Howard M. Watts, of Geo. Watts & Son, Milwaukee, expects to depart for home next Monday or Tuesday, after having spent ten days in the local market. He is accompanied by Mrs. Watts and is making the trip a combination of business and pleasure.

Harry Duncan, of the Duncan-Miller Glass Co., accompanied by Mrs. Duncan and their daughter, made a brief visit to New York on Lincoln's Birthday. Their stay was interrupted by news of the sudden death of Major A. H. Heisey, who was a brother-in-law of Mrs. Duncan. They had been visiting Mr. Heisey in Atlantic City before coming here.

W. E. Hunter, of the Economy Tumbler Co., Morgantown, W. Va., was a visitor in New York for several days this week, to take up special matters with the concern's local representative, Cox & Co. Mr. Hunter spent last week at the Chicago Exhibit and was very much impressed with the success of the show. He said he believed that it had beyond a shadow of a doubt established itself as a yearly event in the trade, but thought perhaps another time of the year might be a more advantageous time for holding it.

(Continued on page 27)



*"More than an office building"*

## THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue  
at Madison Square  
New York

## Buyers Can Save Time

SO many manufacturers of crockery, glass and housefurnishings maintain their New York offices and salesrooms in The Fifth Avenue Building that buyers often are able to do a season's buying entirely within the building.

Time saved in viewing the exhibits of manufacturers is an advantage appreciated by many buyers who go directly to The Fifth Avenue Building on their arrival in New York.

## ANNOUNCING A SPECIAL EXHIBIT

OF OUR DELIGHTFUL NEW LINE OF DECORATED GLASSWARE, (ONE OF THE HITS OF 1922), ALSO OUR ATTRACTIVE LINE OF DEEP CUT GLASS

*On View Until March 1st*

### HOTEL IMPERIAL

*Suite 450*

BROADWAY and 32nd ST. . . . NEW YORK

A. F. LEMCKE

CHAS. A. WEIDEMANN

*In Charge*

## QUAKER CITY CUT GLASS CO.

60th STREET and BALTIMORE AVENUE . . . PHILADELPHIA, PA.



# BOSTON NEWS NOTES

BOSTON OFFICE

417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

TWO well known figures in the trade left for trips to Europe during the past week. Willard E. Noyes, buyer for the W. T. Grant Co., sailed from New York on the steamer New Amsterdam Saturday. He will visit Holland, Germany, Austria, Hungary, France, Belgium and England. His itinerary covers eight weeks. George H. Wood, buyer for R. H. Stearns Co., sailed Friday on the Orbita, also from New York. He goes direct to Germany but will stop in France and England, and may cover more territory if time permits. He will be away six weeks. Mr. Wood has made 24 round trips across. Miss M. A. McKenney, his assistant, will assume charge of the department during his absence.

Pill Brothers, Inc., Cambridge, have bought a two story and basement brick building at 224 Thorndike St., Cambridge, which will be used for warehouse purposes. It adjoins the Boston and Albany railroad tracks, with a spur track privilege. The plot includes 18,000 feet of land.

John Dunbar, Jr., buyer for the Fiske Furniture Co., Whitinsville, Barry McBeath of W. G. Brown Co., Fall River, J. E. Bostock of the Bostock Furniture Co., Taunton, and Saul Goldberg of B. Goldberg & Son, Lawrence, were in town during the week. "Jack" Adams of W. G. Reynolds Co., Burlington, Vt., dropped in to see some of his friends while on the way to New York, and E. V. Power of B. Peck Co., Lewiston, Me., made some calls between his arrival from New York and his train home.

Gerald J. Rosenfeld will call on the china and glassware trade within the next few weeks in the interests of a fund to be devoted to the building of a new Jewish temple to house the congregation Ohabei Shalom, which is to be erected on Beacon St. in Brookline. Abraham Levy will likewise visit the department stores for subscriptions.

## Caught in the News Net

(Continued from page 25)

Finding additional space the only solution to the problem of how to take care of their constantly increasing business, Chas. A. Postley & Son have taken another room on the fifth floor of the Bartholdi Building, 2 East 23rd Street, where their showroom is now located.

A. C. Scroggins, secretary and treasurer of the Fostoria Glass Co., Moundsville, W. Va., was a visitor in town for several days this week, conferring with local manager John Nixon. The trip was not one of business entirely this trip, he having taken the opportunity of a

little rest from business cares while here. Mrs. Scroggins accompanied him. He expects to pay a visit to the Philadelphia office en route to Washington, where he will spend a few days visiting relatives.

Wm. G. Benedikt, merchandise manager of the china, glassware and housefurnishing departments for L. Bamberger & Co., Newark, N. J., suddenly decided to make a European trip the first of this week and immediately booked passage to sail aboard the Nieuw Amsterdam on Saturday.

Harry Hunt and Arthur L. Blackmer were at the McAlpin this week where they succeeded in creating considerable interest in the new designs in cut and engraved glassware of the Hunt Glass Works, Corning, N. Y.

## Going Back Into History

A bit of history has been dug out of the files of the old Pittsburgh Commercial, anent the glass business in Beaver Falls, Pa., back in 1871, which reads:

"The Beaver Falls Glass company, under the superintendence and management of W. F. Modes and J. R. Eakin, are engaged in manufacturing fruit jars and black and green bottles—the former during the summer, and the latter during the fall and winter months. In addition to the two furnaces, they have an extensive warehouse, office and box factory, covering an area of two acres. They employ 60 men and 40 boys, make their own packages and grind their own sand from the rock found adjacent to the works, and find every facility for shipment by rail and water. Their ware is of excellent quality and of the most approved pattern, of which they manufacture about \$15,000 worth per month, and find ready sales, especially in the South and West."

## Would a Judgment be Collectible?

Of course these letters may be changed to fit the inclinations of the writer, who may or may not feel like emphasizing so strongly a willingness to accept a part settlement with extension for the balance.

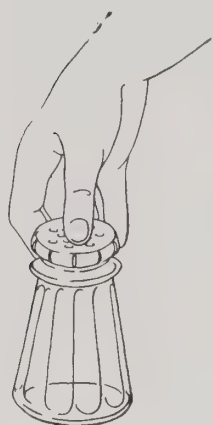
After the last letter, action may or may not be taken by attorney. It depends upon whether the debtor is so situated that a judgment would be worth anything. Collection agencies are, as a rule, useless in collecting local accounts. You can yourself get practically anything they can get. Keep after your man and get some kind of a promise from him; and if he sets a date be on hand at that date and get some money or a new promise, or both. Don't depend upon letters or use them because they are easier, when a personal call is possible. The personal call usually accomplishes something, even though it fails to get the money.

**HELPFUL HINTS  
FOR BUSY BUY-  
ERS OF UP TO THE  
MINUTE HOME  
NECESSITIES**

## HOUSEHOLD UTILITIES

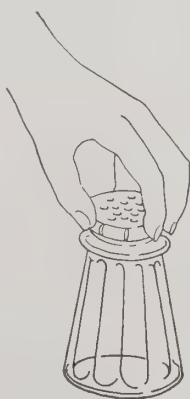
### "Upressit," An All-Year Cap

**Y**OU must put on your thinking cap, when examining closely, to appreciate the originality of design employed in the "Upressit" Cap That Captures, manufactured by the Upressit Products Corporation, 15-21 Wilbur avenue, Long Island City, N. Y. The



"Upressit" Cap not only captures, but holds its users in the strong grasp of efficient service, and has proven all it claims; i.e., "opens or closes by a single touch, permits instant clearing of clogged holes, has no threads to wear, corrode or stick, tops cannot loosen or leak at the sides." These excellent salt and pepper shakers do not clog in damp or muggy weather, as demonstrated in the illustration; by a pressure of the thumb the "Upressit" cap is instantly cleared. This

is one of the strongest selling points of the "Upressit" Cap, as the ever-clogging ordinary metal cap has long been one of the most vexatious experiences at the dining table. Another strong feature of the "Upressit" is the simplicity with which it can be either removed or replaced, as shown in the illustration. To remove or adjust the cap, it is only necessary to press the sides slightly. This is a most potent factor for restaurants, clubs, hotels and large institutions where the watch-word is "Rapid Service." Because of the large quantities of shakers used daily, they must of necessity be filled at quick notice. Through the tightly sealed cap the cleanliness of the "Upressit" Cap is a magnet as a sales agent, as the dainty and tidy appearance of the dining table is the careful housewives' pride and delight, and with the "Upressit" Cap there is no danger of contents escaping. The "Upressit" Salt and Pepper Shakers come in attractive cartons, holding one dozen sets of crystal-white glass shakers, equipped with heavily silver-plated "Upressit" Caps which cannot corrode or become loose. The monel metal used is non-corrosive and non-tarnishing. The above concern also manufactures the Multuse Jar, made of crystal-white selected glass fitted with "Upressit" Cap, and "Upressit" Caps for Vinegar Crown, catsup, and honey bottles. A good thing needs no better herald than its own sterling qualities. The "Upressit" Cap has these qualities.



### Buy Early for Spring Planting

F. Rynveld & Sons, 61 Vesey street, New York, is making a special and attractive offer to dealers for an early start. The offer is 3,000 bulbs and 100 rose bushes for \$100. Free with order come handsome lithograph signs of every variety of bulbs and roots. These facilitate sales and create inquiry. The company's garden bulbs and plants are grown in their own nursery and the firm's service is a profitable Information Bureau of sales helps and how to care for stock. The best variety of rose bushes in large two-year-old plants, mossed and tied in bundles of five, can be supplied. The concern's products have received tested proof of reliability and satisfactory returns. Foresight in planting means an early start in the right season, when the ground is ripe and receptive for maturing—"Buy Early for Spring Planting."

### A 10-Cent Insurance Policy

A simple utility and a wise precaution is the new "Slipon" Handle Protector, manufactured by the Young Specialty Co., Milwaukee, Wis., for keeping the percolator handle from scorching or burning. The heated percolator handle has ever been an annoyance to housewives and the constant burning or overheated handle has caused many accidents and uncomfortable experiences. Many ideas to obviate this occurrence have been suggested, but none seem to have been practical or effective in carrying out the desired result, until the "Slipon" was put on the market. This little utility is simple in its construction and adjustment. The illustration conveys its purpose and practical features, and the necessity of procuring a timely safeguard is demonstrated in its appliance. By loosening the screw in the handle of the percolator and slipping lug between wood and metal stud and tightening screw, the "Slipon" Handle Protector is ready for use. With the aid of the "Slipon" all the discomfort and annoyance of handles becoming loosened or wobbly is overcome and the percolator will remain in a slightly condition. The very simplicity of this little device makes it the more desirable and useful. An attractive self-selling carton is furnished with three dozen "Slipon" Handle Protectors; cover tilts back, showing 10-cent price and illustrations of the "Slipon"—a silent salesman—ever ready and always on the job.





*Removed To*

184 FIFTH AVENUE      ∴      NEW YORK  
*(One door below 23rd Street)*

Complete Lines of our New Productions on Display

A SHOW WORTH WHILE — WITHOUT A COMPARISON

AZURITE LINE  
 Plain Gold Encrustations  
 Peacock and Dragon  
 and Other Fancy Decorations

BLOWN STEMWARE AND TUMBLERS  
 Remarkable Plate and Needle Etchings

MURANO CRYSTAL  
 Something New

PRESSED AND PLATE ETCHED  
 TABLEWARE

MOUNTERS GLASSWARE  
 Great Variety of Items

SURGICAL AND DRUGGISTS'  
 GLASSWARE

**THE CAMBRIDGE GLASS COMPANY**

A. G. MENZIES, *Manager*

Henry Witte

*Announces*

HIS REMOVAL

*to*

24 West 23rd Street

(3rd Floor)

NEW YORK

*And cordially invites  
 inspection of many inter-  
 esting items comprising  
 his new lines for 1922*

**H. A. DIEHL**

Moved to 24 West 23rd Street  
 New York City

*Everything New*

Larger Quarters

Larger Lines

Lower Prices

Everything in Cut and Decorated  
 Glassware from Punch Bowls to  
 Individual Salts. Many Specials

# A. H. Heisey Dies Suddenly

Trade Shocked at News of Sudden  
Passing of Prominent Glassware Manufacturer

WORD of the sudden death of Major A. H. Heisey, head of the well known glass manufacturing concern of A. H. Heisey & Co., Newark, O., came as a great shock to his many friends here and in the trade in general. In his passing the glassware industry loses a dominant figure and the nation one of its most distinguished manufacturers. A wide circle of friends in the business will mourn his loss.

Major Heisey's death, which occurred at his home in Atlantic City, where he and Mrs. Heisey were residing for the winter, came suddenly and entirely unexpectedly to his family. While he had been ailing the past winter, his condition had not been considered serious.

Major Heisey was born at Merrittstown, Pa., August 3, 1843. His education was received at the Merristown Academy. While a student at this institution he was a schoolmate of the late Senator Philander C. Knox and the late Hon. John Brashear, the eminent astronomer.

After leaving school he engaged in the printing business at Brownsville, Pa., but after a short time entered the glass industry with the King Glass Co., at Pittsburgh. While with this concern the Civil War occurred and Major Heisey enlisted as a Private in the 155th Penn. Zouaves and served throughout the war, during which time he advanced from Private through the various commissions to Major. He was also cited for gallantry in action. At the Battle of Gettysburg he was in command of his Regiment, and at the time of his death was the only surviving commissioned officer who helped defend Little Round Top during the Gettysburg engagement. Later it was the 155th Zouaves which first received General Lee's emissaries at Appomattox. Major Heisey was shot from his horse and slightly wounded at Gettysburg. He participated in twenty-two engagements during the war.

At the close of the war he returned to his position with the King Glass Co. Later he became identified with the Ripley Glass Co., Pittsburgh. In 1873 he with his brother-in-law, Jas. E. Duncan, re-organized the Geo. Duncan & Sons Glass Co., Pittsburgh, which became one of the successful companies of that period. He remained as one of the owners of this company until 1889, at which time they sold out to the U. S. Glass Co. For several years he remained as general manager of this last named company.

Upon severing his connection with this concern, for a number of years he engaged in the mining business in Mexico and Arizona.

In 1895 Major Heisey became a resident of Newark, O., founding A. H. Heisey & Co., manufacturers of Diamond H glassware. This concern is undoubtedly his greatest industrial work. It is an organization whose product and personnel are known from coast to coast and is also well known internationally. Major Heisey bent every effort to the production of the best table glassware which could be made. The consistent pursuance of this policy, coupled with his great ability, made him an outstanding figure in the glass industry. For a number of years past he has been the dean of the glass industry.

In addition to his achievements in the glass business, Major Heisey gave of his ability and energy to the development of a number of other industries and finance.

For the past 30 years he had been President of the Pittsburgh Clay Pot Co. He was founder and a director of the Newark Heat and Light Co., and connected with it during its existence. He was a director of the Newark Consumers Gas Co., and he was also actively interested in the American Tribune Publishing Co. He was one of the founders, and for the past 40 years a director of the Manufacturers Bank of Pittsburgh. He was formerly a director of the Franklin National Bank of Newark, and also for a period of years President of the Newark Trust Co. In addition to these financial connections he was at the time of his death Vice-President of the Ohio National Life Insurance Co., Cincinnati.

In addition to his large business affairs, Major Heisey was one of those men who applied his vision and abilities to public matters. He was especially interested and a close student of national affairs and particularly of the tariff, and for four consecutive terms he served as the President of the American Protective Tariff League, having been recently re-elected to this office. He numbered many men of national affairs among his friends, and included in these is the President of the United States.

As a philanthropist Major Heisey did not allow his work to be generally known, even to the hundreds of beneficiaries themselves. His gifts were constant and

*(Continued on page 42)*



MAJOR A. H. HEISEY



# POINTERS FOR BUYERS

**TIMELY TIPS FOR  
LIVE MERCHANTS  
IN SEARCH OF THE  
LATEST IN AT-  
TRACTIVE WARES**

## New Cambridge Lines

The Cambridge Glass Co. are now located in their new salesroom, 184 Fifth Avenue, one door below 23rd Street, where New York Manager Alex G. Menzies has many exceptionally interesting new things to show the trade. One of these is the factory's "Azurite" line which recently attracted so much attention at the Pittsburgh Exhibit. It introduces a fascinating shade of blue, with a variety of very rich encrusted decorations. Black peacocks and dragons are also a very striking contrast as another decoration. These are also used to advantage in a harmonious shade of green. This line is shown in many excellent items such as bowls, comports, candy jars, candlesticks, flower and fruit centers and a variety of other articles. "Murano Crystal" is another very delightful offering in exquisite color tints, that is very fetching in iced tea sets, candlesticks, candy boxes, etc. Several new decorative treatments in stemware are also worthy of special mention; one with a hand painted enamel border in blue, with a pink flower, is extremely dainty and very rich. Some new gold encrustations are also very interesting. In short the Cambridge line may well be considered one of the real attractions for 1922 and should be seen by every buyer handling glassware.

## Display New Line of Decorated Glassware

In suite 450 at the Hotel Imperial, 32nd Street and Broadway, The Quaker City Cut Glass Co., Philadelphia, are holding forth with what may be considered the most interesting display of their career. A special feature of the exhibit is the concern's new line of decorated glassware, which they have added this season, in addition to their regular line of deep cut glass. They have introduced some novel effects in decorative treatments, that are quite refreshing. Their gold pebbled band (protected by patent) for instance, is striking and different from the ordinary. This is shown in conjunction with delectable shades of orange, green and blue in a large list of salable items such as bowls, flower centers, candlesticks, candy boxes, baskets, handled sandwich trays, cheese and cracker dishes, etc. A variation of the gold pebbled band is shown with raised gold flowers. Another treatment that is attracting considerable attention is a black line and dot panel effect, with a flat coin gold and black flower and raised red enamel border, shown on many pleasing articles, in green, blue, orange, etc. Still another original creation is a very rich pattern, shown in stemware, grape juice sets, iced tea sets, footed candy boxes, console sets, etc., in an odd optic crystal with blue band and an elaborate paste gold design. Then there are coin gold band decorations on attractive shapes in stemware, also

gold encrustations shown on stemware and various other items. The line of deep cut glass includes everything usually found in a cut glass line in a choice of excellent cuttings.

## Interesting Items in Libbey Glass

The Libbey Glass Mfg. Co. have recently sent New York Manager Kenneth P. Lockett a variety of new things that are a revelation in both design and value. This well-known factory has never turned out anything more attractive. In their beautiful "Radiant" line—a deep mitre and silver cutting of unusual brilliancy—they have added several new articles which will add still further to the interest of the line. A new, moderately priced, eight-inch deep cut bowl and sugar and cream are also destined to attract buyers in quest of exceptional values in cut glass. The pattern is a delightful combination of a mitre and diamond cutting. The rich simplicity of the design is very charming and in execution and quality of course is fully up to the Libbey standard. A complete new line of rock crystal is another attraction which is sure to be enthusiastically welcomed. Several new elaborate engraved patterns are also particularly good. Among these some beautiful comports with twisted, tear drop and cut stems with engraved bowl and foot are quite beyond description. Other articles of interest are fancy oval, octagonal and other shapes in dainty engraved ash receivers.

## Ideal Cut Glass Co.

The Ideal Cut Glass Co., Canastota, N. Y., are maintaining a display this week and next in Room 308 of the Hotel McAlpin in charge of F. L. Morecroft. The concern is showing one of the most diversified lines of deep cut glass on the market in finely cut and finished ware and have a variety of exceptional values in many items that should not be missed. The firm has evolved some beautiful new effects in both floral and mitre, as well as combination cuttings that will be greatly appreciated. Their famous "Diamond Poinsetta" pattern remains as always a strong feature of the line.

## Cut Glass "Specials"

I. Silverberg, 2 East 23rd Street, is offering two very interesting specials in light cut glass, that will make excellent sales items. One is a grape juice set, with covered jug in an attractive shape, with six tumblers to match, at a price of \$1.00 per set. The other is an iced tea set with covered jug and six glasses at \$1.55 per set (in quantities). Both are shown in an effective rose pattern.

# Creative Salesmanship Is a Great Science

**All Successful Merchants Apply the Fundamentals of Selling Practice in Their Business Transactions. A Thorough Knowledge of These Rules Is a Great Asset**

**W**HAT is Science? Science is organized knowledge, or as one writer puts it "COMMON SENSE." What is Salesmanship? Arthur Frederick Sheldon says: "Salesmanship is the art of persuading people to purchase goods at a profit." Then, according to this, it would seem that the science of salesmanship would consist of a logical arrangement of the things that are known about selling, says L. R. Baker in *Better Business*.

As a starting point, let us see what takes place when a sale is made—the processes through which the mind passes. They are: (1) Favorable Attention; (2) Confidence; (3) Interest; (4) Desire; (5) Decision; (6) Action. If the result of a particular transaction is to result in future business, there will be a further feeling—that of "Satisfaction."

## **Favorable Attention**

"Favorable Attention" results from a proper approach at the right time and place. It is the action of one's general bearing and manner of address upon the senses of your prospect. His impression of you is gained from three or possibly four senses—sight, hearing, touch—possibly smelling if you use tobacco or liquor or if you are a stranger to the bath. In far-fetched cases, for instance that of a lady customer, the fifth sense might come into play. Now, since "Favorable Attention" plays an important part in the sale, a salesman should be particular about his appearance—the care of his clothing and person; also cultivate a pleasing manner of address. He can well afford to develop a confident, business-like bearing that will convey to the mind of the prospect, "Here is a chap worth knowing."

## **Confidence**

"Confidence" must reach further than the salesman. It must be gained for the article or proposition and for the institution back of it. It is obtained, first, by a brief but convincing proof of one's knowledge of their goods or service; second, a presentation of facts concerning the company represented; third, the experiences of those who have had business dealings with you and your house; fourth, firm's policy—its agreement with users of its goods or services. Proper application of one's ability, if he himself has confidence in his line, should result in a large measure of that feeling on the part of his customer.

## **Interest**

"Interest" begins with the connecting link between your proposition and the prospect to his advantage in some way. His outlook on life is from himself. To that extent you can meet on common ground, for your first consideration is yourself. Once point the way in which

the thing you represent will be of service to HIM, and "Interest" is aroused.

## **Desire**

"Desire" comes through some appeal to a natural inclination: 1, Gain of money; 2, Satisfaction of physical appetite; 3, Love of country, of relatives or friends; 4, Rivalry, competition or imitation, and so on.

## **Decision**

"Decision" is brought about by the use of suggestion—applied from an understanding of the principles of psychology.

## **Action**

"Action" is the result of picturing the effect of signing your order, accepting your goods or services, or doing what you want done. Sometimes the negative picture is desirable. Take, for instance, the method of some oil stock promoters, sellers of bank shares, trust company stock and interests in concerns manufacturing new inventions. They enlarge upon the successes of outstanding concerns in similar lines and warn you of your disappointment when their proposition reaches a similar state if you fail to act NOW.

## **Satisfaction**

"Satisfaction" comes from SERVING the customer with goods of the right quality, in sufficient quantity and in such a way that the whole transaction will be mutually agreeable.

Science has to do with principles, not methods. Two phases of selling are: 1. Finding a market; 2. Method of selling. When it is decided to endeavor to market a certain line in a given territory the next question is, through what channel? In the case of a manufacturer the problem is, "Shall we sell through jobbers only, through jobbers and dealers, or direct to the consumer? Will it be best to allow special prices to large retailers and mail order houses, or set one price for each class of business? A jobber will need to decide how he is going to reach the units composing his trade by issuing a catalogue to them and selling by mail; whether to send out salesmen with samples and price lists or combine the two ideas. But these have to do with methods of marketing and not the science of it.

For our purpose, suppose we consider the jobber who has decided to sell through salesmen carrying a catalogue. The first question is to create a force of men. Two methods, maybe three, are open to the sales manager: 1. Employ experienced salesmen who have been trained with other concerns; 2. Train your own men; 3. Or start with a staff who have already had sales experience and augment it with men trained under your own guidance.



# Small Shops Needed for Special Service

Investigation Indicates That Large Stores Can Never Take the Place of Small Ones. Consumers Are Willing to Pay for the Conveniences Afforded by the Neighborhood Stores

THE owner of the small store and the proprietor of the specialty shop that aims to make up in "service" what it lacks in size, may take heart. Neither the big department store on the one hand, nor the highly systematized chain store on the other hand, will be able to drive from the field the moderate sized independent establishment. That is to say, there appears to be no danger of rout if the middle-of-the-road merchant is progressive in spirit and shows a reasonable degree of efficiency in the conduct of his business, says Waldon Fawcett in the American Cutler.

This deduction that there will always be room, in mercantile America, for both the large store and the small store—and that the interests of the two are not necessarily antagonistic—is the conclusion to be drawn from a prolonged investigation just conducted by a special commission appointed by the National Legislature. Many readers will be surprised that this is the first intimation that they have had that Uncle Sam had a jury sitting upon this important business issue. And thereby hangs a tale of explanation.

When Congress created what is known as the Joint Commission on Agricultural Inquiry there was not a word said about an investigation of merchandising practice. But when the inquisitors set to work they found that the key to the troubles of the farmers lay in "distribution," and from the inquiry into the methods of marketing farm products the investigators naturally and logically passed to a survey of merchandise distribution in general. And the first thing they knew they had stumbled upon the tender subject of the small store versus the large store—and the mail order house.

In seeking answer to the question whether the big store is a menace to the small stores, upon which so large a proportion of our population are dependent for their needs, the Congressmen have not trusted to their own observation or suspicions. They have called into conference experienced, representative merchants, qualified to speak for the different shades of opinion in the business community. Perhaps the most significant single contribution that has been made to this first-hand analysis is to be found in the testimony of Mr. Franklin N. Brewer, general manager of John Wanamaker's store at Philadelphia, who recently spent some time in conference with the Commission at Washington.

When told that the investigating commission was approaching the subject of retail merchandising from the angle of the efficiency and adequacy of the nation's present marketing system and the justification for the spread between wholesale and retail prices, Manager Brewer said: "I think it is fair to assume in general that what the public wants and the order in which it wants it are, first, the exact article or the exact type of goods desired

or that will ultimately satisfy; second, a pleasing environment and a pleasing, dependable quality of service; third, quality of merchandise; and, last of all, price."

But for all that this notably shrewd merchant is convinced that price is last in importance to the majority of consumers he does not feel that this justifies a retailer in disregarding the obligation to be content with a reasonable and consistent margin. "Because," said Mr. Brewer, "If he goes too far in his prices and gains to himself a reputation for extravagance in prices, he goes far to counteract the effect of his other three elements." In short, the Wanamaker executive contends that the fact that price comes fourth in the mind of the purchaser does not reduce its significance or its importance, but simply puts it in order.

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## Move to Bring Arts and Trades Together

The Architectural League of New York at 215 West 57th Street, this last year held a great exhibition for a month in the south wing of the Metropolitan Museum, and there realized that the coordination of the arts, trades and sciences which go to make the completed structure would benefit materially by more direct attention.

For that reason an aggressive policy has been adopted of bringing the various crockery and glass concerns to the architects and the architects to the crockery and glass concerns, so that they shall mutually understand what each can produce and the advantage the designer will get by having this knowledge. The results of this getting together should prove a great benefit not only to the crockery and glass concerns, etc., and the architects, but to the general public, and it is with this idea in view that periodical exhibitions are held in the League's rooms at 215 West 57th Street, where crockery and glass materials will be displayed and which are open not only to the members of the architectural profession, but also to the public at large. The dates of these various exhibitions will be announced shortly.

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Don't try to sell anything unless you are first sold on it yourself.

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You can serve God only by serving man.

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"How do you find business?" "By going after it." Timely, isn't it?

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To have is less important than to be.

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If you don't enjoy a good poem you're not as rich as you might be.

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It's the man who has staying power who goes far.

## Buyers in New York

## FEBRUARY 9, 1922.

A. P. West, general mdse., and L. N. Hens representing Hens & Kelly, Buffalo, N. Y., 1164 Broadway.

Miss L. Schuer, house furnishings, McAlpin Co., Cincinnati, O., 23 East 26th Street.

R. F. Beckett, house furnishings and toys, Anderson-Newcombe Co., Huntington, W. Va., 432 Fourth Avenue.

R. L. Davis, toys, Hanke Bros., Cincinnati, Ohio, Pennsylvania Hotel.

Miss L. Schuer, toys, china, glassware and lamps, McAlpin Co., Cincinnati, O., 23 East 26th Street.

Miss I. Gilbaugh, toys, Lipman, Wolfe & Co., Portland, Ore., 315 Fourth Avenue.

A. Horbach, gift shop novelties, Landsburg Bros., Washington, D. C., 115 West 30th Street, Weill & Hartman.

E. F. Kelsey, representing Wm. Hengerer & Co., Buffalo, N. Y., L. Pritchett, mdse. mgr., 16 West 39th Street.

Wm. Fergus, house furnishings, P. Rinken, crockery, Boston Store, Chicago, Ill., 225 4th Avenue.

Fred Levi, toys, glass, china and house furnishings, James Levi Co., Dubuque, Iowa, Navarre Hotel.

Mr. Rosenberg, house furnishings, Ross Stores, Kingston, N. Y., 3 West 29th Street, Room 500.

R. Orr, house furnishings, china and glassware, Hager Bros., Lancaster, Pa., 404 Fourth Avenue.

C. H. Press, house furnishings, china, glassware and toys, Anderson Bros. Co., Portsmouth, Ohio, 105 Grand Street, Jay Co.

A. J. Scott, house furnishings, Z. L. White Co., Columbus, Ohio, Imperial.

T. A. Neely, china and house furnishings, Strouse-Hirschberg Co., Youngstown, Ohio, 1150 Broadway, Baer & Lilienthal.

## FEBRUARY 10, 1922.

Mrs. Harrison, toys, Bullocks, Los Angeles, Calif., 225 Fifth Avenue.

W. J. McCall, house furnishings, D. H. Holmes Co., New Orleans, La., 15 East 26th Street, 19th floor.

H. J. Hartley, house furnishings, J. M. Hartley & Son, Fairmount, W. Va., 404 Fourth Avenue.

L. B. Clough, house furnishings, M. E. Smith Co., Omaha, Neb., 200 Fifth Avenue.

F. Pollard, house furnishings, Hearne D. G. Co., Shreveport, La., 819 7th Avenue.

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 4th Avenue.

Miss A. B. Weed, glassware, H. L. Boughton Store, Catskill, N. Y., Continental.

Miss J. Gilbaugh, toys, Lipman Wolf & Co., Portland, Ore., 315 4th Avenue.

Mr. Sharp, toys, L. S. Ayres Co., Indianapolis, Ind., 225 5th Avenue.

C. R. Sebach, dolls, H. H. Sturtevant Co., Zanesville, Ohio.

E. W. Cruickshank, house furnishings, Strawbridge & Clothier, Philadelphia, Pa., care W. H. Warneck, 260 5th Avenue.

## FEBRUARY 11, 1922.

L. Lynch, house furnishings, china and glassware, J. Bacon & Sons, Louisville, Ky., 23 East 26th Street.

H. Kelly, china and glassware, Kelly & Reasner, Chicago, Ill., Martinique Hotel.

W. Schuneman, toys, Schuneman & Evans, St. Paul, Minn., 220 Fifth Avenue (F. Atkins.)

## FEBRUARY 13, 1922.

M. Monell, representing Fowler, Dick & Walker, Binghamton, N. Y., 6 West 32nd Street.

C. W. Benzow, toys, Wm. Hengerer & Co., Buffalo, N. Y., Associated D. G. Corp., 16 West 39th Street.

A. Farkas, toys, Hillman's, Chicago, Ill., care Hart-Flanagan, 253 Fifth Ave.

J. Winkler, crockery and house furnishings, Lipman, Wolfe & Co., Portland, Ore., 315 Fourth Ave.

Fred M. Hirsch, china and glassware, Levy Bros. D. G. Co., Houston, Texas, care Affiliated Retail Stores, 1372 Broadway.

M. C. Thiel, toys and house furnishings, china and glassware, Stone-Fisher Co., Tacoma, Washington, 1170 Broadway.

O. Herschman, toys, Kahn Brothers, Oakland, Calif. care J. Brunner 404 Fourth Ave.

M. J. Flanagan toys and house furnishings, W. M. Whitney & Co., Albany, N. Y., 1164 Broadway (Fellows Buying Corp.).

L. Werner, house furnishings and glass, Radin & Kamp, Fresno, Calif., 48 West 35th Street, Martinique.

## FEBRUARY 14, 1922.

Miss E. M. Young, toys, Houghton & Dutton Co., Boston, Mass., 120 West 32nd Street (A. Fantl.)

M. H. Blakeley, house furnishings, Trask, Prescott & Richardson, Erie, Pa., 23 East 26th Street, Mdse. Reporting Co.

B. McManamon, house furnishings, china and toys, Garbade, Eitand & Co., Galveston, Texas, 1107 Broadway (Morgan & Ahrens Co.)

F. R. Griffith house furnishings and toys, A. E. Troutman & Co., Greenburg, Pa., 115 West 30th Street (Weill & Hartman.)

W. J. Forrest, toys, Gilmore Bros., Kalamazoo, Mich. 253 Fifth Ave. (Hart, Flanagan Co.)

H. L. Weaver, toys, Broadway Dept. Store, Los Angeles, Calif., 77 Madison Ave.

E. Dolfinger, china and house furnishings, J. Dolfinger Co., Louisville, Ky., Cumberland.

J. H. Dunkin, house furnishings, Rorabough Brown D. G. Co., Oklahoma City, Okla., 366 Fifth Ave.

F. L. Warren, house furnishings, Callender, McAuslan & Troup, Providence, R. I., 240 Madison Ave.

A. F. Ellis, house furnishings and toys, Almy, Bigelow & Washburn, Salem, Mass., 240 Madison Ave.

F. H. Butterfoss, house furnishings, Cleland & Simpson, Scranton, Pa., 23 East 26th Street.

J. H. Rayhill, china, toys and housewares, The John Bessmer Co., Springfield, Ill., McAlpin.

O. F. Schwerdtman, toys, Schwerdtman Toy Co., St. Louis, Mo. Latham.

H. E. Claus, china, toys, house furnishings, L. A. Witherill, Syracuse, N. Y., Martinique.

L. T. Huston, toys, Woodward & Lathrop, Washington, D. C., 334 Fourth Ave.

A. R. Zimmerman, china and glass, F. A. Empsall Co., Watertown, N. Y., 120 West 32nd Street (A. Fantl.)

W. L. Brenn, house furnishings and toys, and crockery, G. M. McKelvey Co., Youngstown, O., 333 7th Ave. (J. M. Biggins.)

H. W. Smith, toys and house furnishings, Larkin Co., Buffalo, N. Y., care E. W. May, 200 5th Ave.

O. L. Oscar, house furnishings, Globe Furniture Co., Canton, O., Pennsylvania.

H. T. Grund, G. M. Parker, toys, Marshall Field & Co., Chicago, Ill., 1107 Broadway.

E. H. Davis, toys, Mandel Brothers, Chicago, Ill., 13 East 22nd Street.

H. Canton toys and dolls, Rosenthal, Cantor & Plaut Co., Cincinnati, Ohio, Martin B. Goldblock, 370 Fourth Ave.

W. M. Oddie, housefurnishings, china and glass, Griggs & Co., Cleveland O., Imperial.

A. Jung, basement crockery, J. & W. Jung, Sheboygan, Wis., Martinique.

W. E. Holsten, toys, J. V. Farwell Co., Chicago, Ill., 43 White Street.

N. Schwartz, house furnishings and toys, N. Schwartz & Co., Houston, Texas, 3 East 29th Street.

J. W. Daldorf, house furnishings, china, Hoschild Kohn & Co., Baltimore, Md., 220 Fifth Avenue.

A. Farkas, toys, Hillman's, Chicago, Ill., 253 Fifth Ave.

M. J. Mayfield, house furnishings, Popular D. G. Co., El Paso, Texas, 352 4th Avenue (Kirby, Block & Fisher).

J. Weiner, house furnishings, Radin & Kamp, Fresno, Calif., Martinique.

J. Heller, toys, D. H. Holmes Co., New Orleans, La., 15 East 26th Street.

C. W. Schwartz, toys, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.

Miss A. B. Weed and W. W. Roder, general mdse., H. L. Boughton Store, Catskill, N. Y., Continental.

J. Winkler, crockery and house furnishings, Lipman Wolfe & Co., Portland, Ore., 315 Fourth Ave.

A. Jasman, house furnishings, Meier & Frank Co., Portland, Ore., 212 Fourth Ave.

A. P. Shannon, toys, Bon Marche, Seattle, Wash., 225 Fifth Avenue.

R. Shahan, toys, Western D. G. Co., Seattle, Wash., 60 Worth Street.

W. H. Spindler, house furnishings, Rhoads Bros., Tacoma, Wash., 319 7th Ave.

M. C. Thiel, toys and house furnishings, Stowe-Fisher Co., Tacoma, Wash., 1170 Broadway.

F. Savage, toys, F. A. Empsall & Co., Watertown, N. Y., Pennsylvania.

## FEBRUARY 15, 1922.

V. R. Birch, gift shop goods, H. & S. Pogue Co., Chicago, Ill., care H. Richards, 366 5th Avenue.

W. S. Berry, house furnishings, Wm. Taylor Son & Co., Cleveland, O., care Retail Research Assn., 225 5th Avenue.

A. J. Kline, house furnishings, china and glassware, Dives Pomeroy & Stewart, Harrisburg, Pa., care Syndicate Trading Co., 240 Madison Avenue.

Mr. Noon, china, toys and house furnishings, Bry Blocl Merc. Co., Memphis, Tenn., Affiliated Retail Stores, 137 Broadway.

(Continued on page 46)



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

THERE has been a steadiness within the pottery trade of late, which gives every indication of continuation. There has been no great influx of new business since the January season, although more or less new trade has been received from salesmen who have been displaying lines at the Chicago show. Most all plants are operating on nominal schedules, but, as one has explained, "we're not compelled to work nights to get out stock." The usual February demand for merchandise appears to rule the situation, supplimented only by the receipt of a nominal amount of extra business from the Chicago display.

T. A. McNicol, of the T. A. McNicol Pottery Co., who has been making a southern trip has been summoned home on account of the serious illness of Mrs. McNicol.

Five local pottery manufacturers have become interested in the old established Williams Co-operate Co., and it is understood that the original interests will retire from active management. A few days ago the Williams company was chartered with a capital stock of \$45,000 under Ohio laws, and the new interests will absorb this issue. The Co-operate plant was built on or within a few feet, it is said, of the site of the Bennet pottery—the first to be built in this part of the Ohio Valley.

Operations have begun in the new plant of the Empire China Co., Burbank, Calif. Jiggermen, casters, cup handlers and turners are now at their benches. The first bisque kiln should be placed within the next fortnight, and then following other departments will start work in rotation. The sales department of this concern is under the management of W. G. Jackson, formerly of this district. The No. 2 plant of the W. S. George Pottery Co., Ford City, Pa., is operating on a normal schedule. Their No. 1 plant at East Palestine is running full time, while the Cannonsburg plant is doing better than 75 per cent.

Roy E. Henderson, general manager of the Carrollton Pottery Co., entertained a number of friends at his home a few days ago, the occasion being his birthday. A number from East Liverpool attended, but Mr. Henderson steadfastly refused to divulge just how "young" he was.

It will be ten years next June since Charles F. Goodwin assumed the position of secretary of the United States Potters' Association. "It don't seem that long," Mr. Goodwin related in telling of his length of service.

A very good business is said to be on the books of the yellowware pottery manufacturers whose plants are

in this locality. It has been said that the entire line has been in very active request, and the large shop of the D. E. McNicol company is now operating full time on this class of merchandise.

Those plants in this district manufacturing flower pots are reporting a rather active demand.

J. W. Mackey, sales manager for the Smith-Phillips China Co., who is now showing this line of "Princess" dinnerware in Chicago has reported that "we're getting a nice volume of business. Orders at Pittsburgh were beyond our expectations, and mails are good." This plant is operating practically full time.

The Cartwright Bros. Pottery Co., is now making shipments of its new dinner shape. A number of exclusive decorations are being featured in connection with this offering.

On account of the increased volume of business being offered the Jackson Vitrified China Co., Falls Creek, Pa., consideration is being given the plan of providing additional kiln capacity. This company is making a specialty of underglaze decorated hotel china, and is reported to be shipping as rapidly as the ware "comes through."

The D. E. McNicol Pottery Co., Clarksburg, W. Va., has reported a rather active demand for the new line of specialties which the firm displayed for the first time at the Pittsburgh Exposition. The line includes trays, special sets and salads. The new dinner shape which was shown for the first time this year is also in favorable request.

The study of sagger clays has been completed by F. K. Pence, ceramist for the Knowles, Taylor & Knowles Pottery Co., and the department has now taken up the study of other subjects incident to the manufacturing department of this plant.

The Albright China Co., operating plants at Carrollton and Scio, O., are producing from 12 to 13 glost kilns fortnightly at the Carrollton plant, and the new Scio plant will be shipping ware within a few weeks. In other words, the Carrollton shop is being operated to capacity. Their No. 2 plant is not completed entirely, but first glost kilns have been drawn. In due time, this company will have an output of 18 kilns, there being nine at each plant.

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

DEPARTMENT store buyers of glassware are interested at this time in obtaining stocks for special sales for March. There were many inquiries during the annual Exposition in January for this class of merchandise, and a lively interest continues. It was very noticeable, that the first buyers in the market in January were very much interested in this class of goods, then the demand narrowed to the buying of general staple lines. Since the close of the January Exposition, however, there has been more or less mail inquiry for such stocks. This situation would seem to indicate that the glass buyers do propose to force business during the month of March, resting content in the thought that regular spring buying will prove active.

It is quite possible that a new glass factory will be erected in Canada before the close of the year, according to indirect information, which has filtered into this district. Such a deal was intimated here in January when a number of Canadian buyers were in the market, and since that time other "whisperings" have been heard. According to this report, the new plant would feature the entire staple line in addition to a blown and stem line.

The Southern Tariff Association has gone on record, according to a direct report received in glass circles here, favoring a tariff on clays, glass, and potash.

Following an idle period of several months, the plant of the Greensburg (Pa.) Glass Co. has been placed in operation.

Fire caused considerable damage to the stamping plant of the Eagle Glass & Mfg. Co., Wellsburg, W. Va., Friday of last week. Fortunately, however, the buildings occupied by the glass departments were unharmed. The company is the largest individual employer of labor in Wellsburgh.

Lighting glass manufacturers are anticipating a decided increase in the demand for this line of ware this spring, as they have been closely observing building reports from all parts of the country. It does appear, that with increased activity in the building lines, there will be a boom in the demand for lighting glass. Then, also, is to be taken into consideration, the demand for lighting glass that always comes with the advent of the "spring moving days."

Greater activity is noted about the cutting and decorating plant of the George H. Bowman Co., Salem, O., which is under the management of Charles H. Coburn.

Thirty-six

A new line of enameled decorated glass specialties is being produced in this shop, also a number of new cut designs.

Fire caused some damage at the plant of the Imperial Glass Co., Bellaire, O., the evening of February 4. Firemen worked several hours before they felt safe in leaving the plant.

Since the lines were first shown in January, there does seem to be a continued demand for the novelty lines. It is recalled that these were featured more strongly than any others, and more than one salesman said that the new creations held up the business they booked during the month. Buyers were frequently heard to remark that more novelty glass was shown here last month than ever since the Exposition first began.

The chimney plant of the Gill Bros., Toronto, O., has again been placed in operation on an increased schedule. This shop is operated in conjunction with their main factory at Steubenville.

All glass bottle manufacturers in this territory are interested in the visit of the bottle manufacturers of New Jersey to Washington a few days ago when the latter appeared before committees urging a protective measure for the industry. The manufacturers asserted that bottles are now being imported into the United States under the cost of manufacturing here.

The annual convention of the American Flint Glass Workers' Union will be held in Fairmont, W. Va., next July, continuing two weeks. It will be at this meeting when the wage scale for the fiscal year will be discussed informally.

If you have ceased to smile, you have lost out in the game of life, no matter what your account may be. —

It's more honest to waste your own money than waste the time your employer pays you for.—*Forbes Magazine*

Glass-making is one of the great national industries in Belgium. There is scarcely a civilized nation in the world that is not more or less dependent upon Belgium for window glass, mirrors, and table glass.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

## Many Buyers Register for Chicago's Glass, Pottery and Housefurnishings Show

The first week of Chicago's initial Glass, Pottery, Lamp and Housefurnishings Show was brought to a close last Saturday evening with a splendid banquet, entertainment and dance in the Cameo Room of the Morrison Hotel.

At the close of the first half of the show, a check of the buyers who had registered, indicated approximately 600 in attendance during the first six days. The general consensus of opinion among the exhibitors was that the show has been more than worth while from the standpoint of business secured and new acquaintances established.

In short, the exhibitors had nothing but praise for the show in general, and the Hotel management and the Chicago Association in particular.

While the registration of buyers during the past week varied each day, the opening day of the second week brought in a heavy attendance and buying during

had expected to see, and consequently he felt well repaid for attending.

Success for the undertaking has already been assured and the great majority of exhibitors have designated their intentions of returning to Chicago next year. The Chicago Show has come to stay as a yearly event of importance in the Crockery, Glass, Lamp and Housefurnishings trades.

## The Banquet

The Cameo Room of the Morrison Hotel was filled to capacity on Saturday night for the Banquet and entertainment. There was plenty of enthusiasm in the gathering, which reflected the feeling of satisfaction by both exhibitors and buyers at the exhibition. Following a splendid menu, Henry Von Hagel, buyer for Sears, Roebuck & Co., announced that he had been delegated to break the rule of "no speeches" and made a presentation speech on behalf of the Chicago Association which accompanied a gift for Pres. John Bowman of the Chicago Association and Chairman of the Executive Com-



Banquet of Glass, Pottery, Lamps & Housefurnishings' Association for Exhibitors and Visitors at Chicago.  
Exhibit Held at Morrison Hotel, Chicago, Saturday Evening, February 11.

the early part of this week was on a larger scale, most of the "shopping around" having been done during the first week.

From the buyers' standpoint, according to their own statements, the show far surpassed their greatest hopes. There were many more lines on display than the buyer

mittee, John Ling, buyer for Mandel Bros. Both of these gentlemen received a handsome gold watch and chain, as a token of the deep regard in which the Chicago trade held these men and their efforts on behalf of the Chicago Exhibit. Both of them responded briefly and

(Continued on page 46)



# Buyers Registered During First Week of Chicago Exhibit

## Monday, February 6.

Herbert Haile, W. C. Teas Co., Chattanooga, Tenn.; M. D. Lager, Bauman & Loeb, Inc., New York; W. J. Lesak, W. J. Lesak, Chicago; F. D. Bell, John A. Morris Co., Bluffton, Ind.; Frank D. Geraghty, Griffin Ghorr Co., Philadelphia; M. V. Garmsey, Japana Specialty Co., Grand Haven, Mich.; W. G. Moore, Collins & Moore, Paris, Texas; F. C. Struve, F. C. Struve Co., Chicago; John Gibbons, John Gibbons, Toronto, Canada; F. W. Parker, F. Eaton Co., Toronto, Canada; A. J. McWatter, T. Eaton, Toronto, Canada; J. S. Engelken, Le Mars, Iowa; C. R. C. Brown, Sunshine Cut Glass Co., Cleveland; W. A. Gardner, E. A. Gardner Co., Iowa Falls, Iowa; Mrs. A. Brightman, Mells & Mells, Chicago; H. E. Erickson, Mason China Shop, Fond du Lac, Wis.; C. L. Pippitt, C. L. Pippitt, Wooster, O.; H. M. Murphy, Murphy Bros., Galesburg, Ill.; Otto G. Reimann, Boutell Bros., Minneapolis, Minn.; Stanley G. Gray, P. A. Bergner & Co., Peoria, Ill.; Geo. R. Wheelock, C. E. Wheelock & Co., Peoria, Ill.; F. D. Bdotke, C. E. Wheelock & Co., Peoria, Ill.; M. L. Rau, Rau & Co., Chicago Heights; Mrs. Ethel Haynes-Hoard, Durston-Haynes China Shop, Sioux City, Ia.; M. Bernstein, Bernstein Bros., Council Bluffs, Ia.; Moses Stone, Crown Store, Chicago; R. E. Allen, Allen's Crockery Store, Rockford, Ill.; H. B. Holleb, Gimbel Bros., Milwaukee, Wis.; A. J. Duggan, A. J. Duggan, Ltd., Toronto, Canada.

Miss R. E. Folwell, Folwell Co., Iowa City, Ia.; M. Lipschultz, Incandescent Supply Co., Pittsburg, Pa.; W. J. Swartz, Geo. H. Bowman Co., Cleveland; Harold Palmer Bow, Geo. H. Bowman Co., Cleveland; A. Lehman, E. Iverson & Co., Chicago; R. J. Anderson, Rund Water Heater Co., St. Louis; S. P. Wittekind, The Gas & Electric Appliance Co., Cincinnati; E. H. Huenfeld, The Gas & Electric Appliance Co., Cincinnati; C. Pinkney Jones, George V. Millar Co., Scranton, Pa.; Roland C. Streeter, Roland C. Streeter, Muncie, Ind.; J. H. McLennan, Chicago; John H. Dunkin, Rorabaugh-Brown Dry Goods Co., Oklahoma City, Okla.; Mrs. R. L. Woods, Rorabaugh-Brown Dry Goods Co., Oklahoma City, Okla.; O. E. Spaeth, Emporium, St. Paul, Minn.; Walter A. Carpenter, A. E. Leiter, Connorsville, Ind.; Henry H. Hollander, Cutler Co., Providence, R. I.; R. Castner, Dorhmann Commercial Co., San Francisco; Charles Beck Joseph, Dohrmann Commercial Co., San Francisco; D. B. Fraser, Hennessy Co., Butte, Mont.; H. Baumgarten, Baumgarten, Inc., Milwaukee; S. Abbott, Kaufmann's—The Big Store, Pittsburgh.

A. Meyer, Meyer's Fair, Chicago; J. Winkler, Lipman, Wolfe & Co., Portland, Ore.; A. J. Ellery, The Ellery Co., Shelby, Ohio; Walter L. Gordon, Gordon Bros. Co., Lancaster, Ohio; J. A. Sutchter, The Jay House Furnishing Store, Chicago; D. L. Dohen, The Jay House Furnishing Store, Chicago; Charles J. Weichel, The Edward Wren Co., Springfield, Ohio; Deronda Levy, Levy-Morton Co., Columbus, O.; Paul Michaels, A. I. Michaels & Son, Chicago; J. M. England, England's Electric Shop, Dallas, Texas; G. C. Perkins, Artistic Electric Fixture Co., Des Moines, Iowa; Ed. Singer, Edwards Variety Store, Chicago; A. H. Levinson, Levinson Bros., Chicago; B. F. Hensel, Peerless Light Co., Chicago; John P. Carlson, C. & C. Cut Glass Co., Chicago; B. S. Shoninger, Hennessy Co., Butte, Mont.; Geo. J. Klein, Novelty Lamp & Shade Co., Cleveland, O.; Wm. B. Wolff, Electric Construction & Sales Co., Cleveland, O.; W. Wolfe, Rosenberg Dept. Store, Evanston, Chicago; C. J. Netting, Jr., The C. J. Netting Co., Detroit; W. J. McCall, D. H. Holmes & Co., New Orleans; J. L. Salzman, Chicago Lighting Fixture Co., Chicago; Geo. Walther, Geo. Walther, Cleveland, O.; T. G. Hall, Ridge & Guenzel Co., Lincoln, Nebr.; T. A. Morley, J. H. Edmunds Co., Ltd., Toronto, Canada.

## Tuesday, February 7.

H. C. Winkle, China Hall, Rochester, Minn.; Fred Carr, M. W. Carr & Co., Inc., West Somerville, Mass.; John D. Murphy, M. W. Carr & Co., Inc., West Somerville, Mass.; J. R. Irwin, Boggs & Buhl, Pittsburgh; Rudolph Kohner, Rudolph Kohner & Co., Chicago; H. A. Rose, Illinois Furn. & Carpet Co., Chicago; M. A. Hanse, Lotus Cut Glass Co., Barnesville, O.; Lawrence Vivirito, Mosaic Shade Co., Inc., Chicago; Walter M. Joyce, Superior Coffee Co., Appleton, Wis.; R. A. Utter, H. Leonard & Sons, Grand Rapids, Mich.; O. J. Ween, Davis & Braisted Co., Minneapolis; A. E. Ward, Ward & Jones Furn. Co., Aurora, Ill.; A. E. Sehlbach, Albert Pick & Co., Chicago; Theodore Chanock, Spiegel-May-Stern Co., Chicago; J. E. Superfine, J. E. Superfine, Chicago; Leonard Fitzgerald, Gary Heat, Light & Water Co., Gary, Ind.; Thomas J. Gill, Emery-Bird-Thayer Dry Goods Co., Kansas City, Mo.; James Strain, Lipman, Wolfe & Co., Portland, Ore.; A. E. Frankenberg, Commonwealth Edison Co., Chicago; F. H. LeSage, National Electric Co., Butte, Mont.; Z. Hirsch, Oklahoma Electrical Supply Co., Oklahoma City, Okla.

M. S. McEldowney, McEldowney & Son, Oklahoma City, Okla.; P. P. Brehm, Lewis & Son Dry Goods Co., Denver, Colo.; L. S. Mercer, Lillick Electric & China Co., Iowa City, Ia.; W. W. Collins, Output Co. of America, Mt. Vernon, Ill.; L. Cohen, Halliburton-Abbott Co., Tulsa, Okla.; S. T. Church, Church

Bros., Oshkosh, Wis.; J. Becker, Public Five & Ten, Chicago; Miss D. Jacobs, Jacobs' Fair, Chicago; G. Geislar, Butler Bros., Omaha, Nebr.; S. E. Holden, Butler Bros., Minneapolis; C. A. Hugo, Warsaw Cut Glass Co., Warsaw, Ind.; H. Lancaster, The Economy Variety Store, Du Quoin, Ill.; W. J. Wright, Wright & Austin, Hastings, Minn.; F. C. Foster, Jewel Tea Co., Inc., Chicago; Rudolph Weinberger, Frank Weinberger & Son, Chicago; Mrs. Katharine Vedder, A. Harris & Co., Dallas, Tex.; P. H. Goldman, P. H. Goldman, Chicago; O. W. Eckland, Central Cut Glass Co., Chicago; Thomas Watson, H. Watson & Co., Saginaw, Mich.; P. G. Rinken, Boston Store, Chicago; L. J. Karmuth, Boston Store, Chicago; F. A. Hite, F. A. Hite, Burgettstown, Pa.; M. E. Goldberg, M. F. Goldberg China & Glassware, Chicago; Charles A. Bacon, The Chas. A. Bacon Co., San Francisco & Los Angeles; Geo. G. Irvine, W. T. Irvine Estate, Jewelers, La Crosse, Wis.; E. Freyer, Lamps, Toledo; Mable McClelland, H. G. Beatty & Co., Clinton, Ia.; M. Kolisch, M. Kolisch, Housefurnishings and Crockery, Chicago; E. L. Knight, E. L. Knight & Co., Portland, Ore.; J. G. Anthony.

Alf. J. Papke, Schuster's Dept. Store, Milwaukee; Frederick S. Hogg, Gimbel Bros. Dept. Store, New York; W. C. Whitfield, The Romhomb Gift Novelties, Kansas City, Mo.; C. M. Libby, Gilchrist Co. Dept. Store, Boston; A. F. Calderine, The Minerva Supply Co., Minerva, Ohio; Milton S. Hirsch, Milton S. Hirsch Cutlery and Hardware, Chicago; K. Hochstadter, M. Wormser, Inc. (Aluminum), Chicago; Edward Bihl, Haywood & Bihl, Hardware, Indiana Harbor, Ind.; T. H. Strandberg, Strandberg Cut Glass Co., St. Paul; Mrs. Opal Comfort, Arcraft Shop, Casper, Wyo.; C. P. Reddrop, Brown-Reddrop, China, Glass, etc., Cleveland; L. R. Pattison, J. L. Brandeis Dept. Store, Omaha, Nebr.; E. E. Day, J. L. Brandeis, Dept. Store, Omaha, Nebr.; Geo. H. Wheelock, Geo. H. Wheelock & Co., South Bend, Ind.; H. E. Wheelock, Geo. H. Wheelock & Co., South Bend, Ind.; Homer Gettle, Homer Gettle-Jewelry and Gift Shop, Bluffton, Ind.; L. Levy, Famous & Barr Co. Dept. Store, St. Louis; E. J. McKenzie, The Fair Store—Variety Store, Geneseo, Ill.; H. M. Bruce, Geo. Innes & Co. Dept. Store, Wichita, Kan.; H. A. Levy, M. Wormser, Inc., Jobbers, Chicago; C. D. Lauer, Sterling Glass Co., Cincinnati; A. M. Rubin, Rubin's Dept. Store, Waukegan, Ill.; James H. Lee, The Ditlemer Studios, Kokomo, Ind.; John Wester, Rockford Peerless Furn. Co., Rockford, Ill.; Geo. A. Wimer, A. Leath & Co. Dept. Store, Rockford, Ill.; Joe Ledy, The Lewis & Neblett Co., Cincinnati; Jos. Landenwitsch, The Phillips Glass Co., Cincinnati.

A. Deverman, Devco 5 and 10 Cent Stores, Inc., Chicago; Geo. A. Searle, Schuneman & Evans Dept. Store, St. Paul; August DePrez, J. G. DePrez Co. Dept. Store, Shelbyville, Ind.; Ralph Clark, J. G. DePrez Co. Dept. Store, Shelbyville, Ind.; Ernest Reich, The Ernest Reich Co., Chicago; Henry Von Hagel, Sears, Roebuck & Co., Chicago; O. R. Henkel, Peerless Light Co., Chicago; Sam Solomon, W. W. Wilcox, Chicago; W. C. Wolff, Ackermann Bros., Elgin, Ill.; A. M. Marth, The Chicago Store, Kankakee, Ill.; Dominic Pagliarulo, Dominic Pagliarulo, Wilmette, Ill.; Walter Schuette, Schuette Bros. Co., Manitowoc, Wis.; W. G. Riley, W. G. Riley, Gary, Ind.; J. H. Saunt, New England Furn. and Carpet Co., Minneapolis; H. O. Lindstrom, Lindstrom & Co., Chicago; B. H. Cohen, General Lighting and Supply Co., St. Louis; F. H. Pfeiffer, F. H. Pfeiffer Crockery Co., Peoria, Ill.; A. M. Sibley, Butler Bros., Chicago; Warren Law, Warren Law, Dallas, Tex.; Frank G. Stein, Royal Tea Co., Chicago; C. O. Krebs, Frank H. Krebs, Waukegan, Ill.; Swanson, C. R., Latimer Bros. & Hurst, Albion, Ia.; I. N. Becker, Theo. Becker-Gen. Mdse., Noblesville, Ind.; Lewis W. Hawkins, A. W. Hawkins & Son, Sterling, Ill.; C. A. Barwig, Robert H. Barwig & Co., Chicago; A. J. Strikow, Hopewell China Corp., Hopewell, Va.; C. C. Hartzell, Electric Unit System Corp., Huntington, W. Va.; M. V. Brimm, Brimm's—Interior Furnishings, Chicago; John H. Ling, Mandel Brothers, Chicago; Mr. Duncan, Rorebaugh Brown Co., Oklahoma City, Okla.; Mr. Searles, Schuneman & Evans, St. Paul; Mr. Weigle, Ed. Wren & Co., Springfield, Ohio.

M. Harris, A. Harris Co., Dallas, Texas; H. Ward, Ward & Jones, Aurora, Ill.; H. Watson, H. Watson Co., Saginaw, Mich.; R. Allen, Romaine Allen, Rockford, Ill.; Mr. Frank, Humboldt Furniture Co., Chicago; Mr. Wittekind, The Gas & Electric Appliance Co., Cincinnati; Wm. T. G. Hall, Rudge-Gueyzel Co., Lincoln, Nebr.; Miss Lawlor, Rothschild & Co., Chicago, Ill.; Mr. Anthony, W. C. Stripling Co., Ft. Worth, Texas; Mr. Fraser, The Hennessy Co., Butte, Mont.; Mr. Wolfe, Ackermann Bros., Elgin, Ill.; Mr. Martle, Chicago Store, Kankakee, Ill.; Mr. Campbell, Campbell Bros., Bowling Green, Mo.; Mrs. M. L. Brackett, Picture Shop, Long Beach, Ga.; James F. Fox, Fox's Incorporated, Milwaukee, Wis.; C. B. Cook, J. H. Folwell, Racine, Wis.; A. E. Harms, Harms-Folwell Co. Dept. Store, Cedar Rapids, Ia.; E. C. McLogan, McLogan & Austin, Flint, Mich.; Vincent Higgins, Higgins Bros., Morris, Ill.; Donald, Donald McLane, Wholesale Stoneware, Minneapolis, Minn.;



Mrs. B. Bowser, Gimbel Brothers, New York; M. Kaufman, A. Lurie Co. Dept. Store, Chicago; Stanley D. Corcoran, S. & G. Gump Co., San Francisco; Mrs. M. Nassau, Max Nassau, E. Chicago, Ill.; Mr. Rickett, Marshall Field Co., Chicago; W. J. Wright, Wright & Austins Co., Hastings, Minn.; Mr. Sam W. Zachau, Swenson Bros., St. Paul, Minn.; Mr. Foster, Jewel Tea Co., Chicago; Mr. Law, Warren Law, Dallas, Texas; Mr. Schwartz, Geo. H. Bowman Co., Cleveland, Ohio; Mr. Gill, Emery Bird Thayer; Kansas City, Mo.; Mr. Newhouse, Rudolph Kohner & Co., Chicago; Mr. Anthony, W. C. Stripling Co., Ft. Worth, Texas; Miss McClelland, H. G. Beatty & Co., Clinton, Ill.

### Wednesday, February 8.

Alvin T. Crittenden, Rothschild & Co., Chicago; E. A. Wangershein, General Lighting Fixture Co., Chicago; P. C. Monday; The P. C. Monday Co., Milwaukee; R. E. Linquist, Linquist Bros., Keokuk, Iowa; Harry Jones, Stone & Thomas, Wheeling, W. Va.; A. G. Hellertz, DeLuxe Electric Shop, Chicago; M. D. Sternburg, Michelson & Sternburg, New York; E. W. Murray, E. W. Murray Lighting Co., Spokane, Wash.; A. Johnson, A. Johnson & Co., Warren, Minn.; Ellis Germain, Montgomery, Ward & Co., Chicago; J. M. Custer, J. M. Custer Jewelry, Aurora, Ill.; G. Smidt, M. A. Weiboldt & Co., Chicago; Mrs. Wanda Shoemaker, Cox Jewelry Co., La Salle, Ill.; B. Hirschovich, B. Hirschovich, Hdwe., Crockery, Chicago; L. A. Krueger, Theo. Krueger Hardware Co., Chicago; L. A. Hoffman, Ohio Distributing Co., Chicago; Fred Johnson, Wellsworth Variety Store, LaGrange, Ill.; Henry W. Schepp, Henry W. Schepp, Cut Glass Mfr., Chicago; M. M. Adams, Horace Link & Co., Furniture Art Ware, Paris, Ill.

Geo. Busscher, Jr., Niles Center Merc. Co., Niles Center, Ill.; J. D. Kramer, J. D. Kramer, Gen. Mdse., Grant Park, Ill.; Miss Elizabeth Hermes, North Shore Talking Machine Co., Evanston, Ill.; T. M. Murray, Murray's, Tulsa, Okla.; F. W. Koenig, Thomas Kilpatrick & Co., Omaha; W. L. Hamilton, M. G. Madson Seed Co., Manitowoc, Wis.; H. M. Rainsberg Rainsberger Co. Dept. Store, La Porte, Ind.; A. L. Arenberg, Central Electric Co., Chicago; W. Michaels, Advance Household Furnishings, Chicago; N. C. Rice, Rice Bros., St. Joseph, Mich.; S. J. Natkin, The Fair, Chicago; C. L. Patterson, Carson, Pirie, Scott & Co., Chicago; R. E. Hampton, Marshall Field & Co., Chicago; T. O. Williams, Marshall Field & Co., Chicago; M. Walpin, M. Walpin, Gen. Mdse., Chicago; M. M. Alexander, M. Meyer, Jewelry and Art Ware, Marion, Ind.; M. Mandel, Lion Dry Goods Store, Chicago; A. F. French, A. F. French & Co., Kansas City, Mo.; Geo. E. Keasel, Acme Chandelier Mfg. Co., Chicago; Harry Hyman, E. Hyman, Louisville, Ky.; Agnes G. Dwyer, Dwyer & Anderson, Rockford, Ill.; William H. Rindt, Jenkins & Co., Richmond, Ind.; C. B. Rhodes, Alfred Stahel & Sons, San Diego, Cal.; H. L. Hagenbring, Des Plaines 5 and 10 Cent Store, Des Plaines, Ill.; G. H. Whitney, Whitney & Co., San Diego, Cal.; Lincoln Messick, Missouri Pottery Co., Kansas City, Mo.; J. F. Barta, Peterson Furniture Co., Chicago; A. T. Schumacher, L. H. Hillman China Co., Ft. Wayne, Ind.; L. H. Hillman, L. H. Hillman China Co., Ft. Wayne, Ind.; Lawrence Oster, Oster Bros. Furniture Co., Milwaukee; J. D. Leichenger, Twelfth Street Store, Chicago; Miss M. Butler, Mandel Brothers, Chicago; A. L. Renning, Ceramic Decorating Co., Chicago; R. Michaels, Geo. A. Ducker Co. Dept. Store, Joliet, Ill.; S. G. Lawson, Lawson & Lawson, Shelbyville, Ky.; Minnie Scaeree, Lawson & Lawson, Shelbyville, Ky.; W. W. Towne, The John V. Farwell Co., Chicago.

Mrs. J. A. Thiel, J. A. Thiel, Novelties, Harvey, Ill.; Mr. Gouker, Gauker & Schaefer, South Bend, Ind.; Mrs. N. W. Germond, Mrs. N. W. Germond, Gift Shop, Harvey, Ill.; David Jacobs, David Jacobs, Jewelry, Muskegon, Mich.; Gilbert Keith, Gilbert Keith Furn. Co. Rockford, Ill.; C. E. Miller, Miller Bros. Furn. Store, Michigan City, Ind.; A. C. Hoagland, W. A. McNaughton Co., Muncie, Ind.; James P. Gordon, Gordon Glass Co., Rochester, N. Y.; G. C. Spangler, Spangler Jewelry Co., Fremont, Nebr.; R. B. King, L. B. King & Co., Detroit; Geo. J. Brown, Parke-Brown Co., Lincoln, Nebr.; Alfred Goldsmith, L. D. Bloch & Co., New York City; A. J. Novotny, Ed. Ahiswede Co., Chicago; S. Svenson, Elkhorn Fair Store, Elkhorn, Wis.; Casper Stevens, Western Glass & China Co., Milwaukee; Chas. Hanson, Block & Kuhl, Peoria, Ill.; R. Milt Retherford, R. Milt Retherford, Muncie, Ind.; O. W. Duebendorf, Merrill, Greer & Chapman, St. Paul; J. V. Hurst, Hurst & Jensen Dept. Store, Centerville, Ia.; A. Schuchat, Famous Barr Co. Dept. Store, St. Louis; T. M. Kruth, St. Louis Cut Glass Co., St. Louis; R. G. Jeffries, Sterling-Crumbliss Hdwe. Co., Knoxville, Tenn.; M. J. Mayfield, Popular Dry Goods Co., El Paso, Texas; M. Oppenheimer, I. Oppenheimer & Son, Logansport, Ind.; W. H. Campbell, Campbell Bros. Dept. Store, Bowling Green, Mo.; I. Shapiro, I. Shapiro & Son, Milwaukee. Max Lowenmeyer, Hayden Bros. Dept. Store, Omaha; H. H. Kinnaman, The John Bressmer Co., Springfield, Ill.; J. H. Rayhill, The John Bressmer Co. Dept. Store, Springfield,

Ill.; Mr. Mackerich, Style Shop, Marrinett, Wis.; W. Baber, W. Baber, Ft. Wayne, Ind.; H. L. Alexander, Alexander Metalware Mfg. Co., Chicago; W. S. Campbell, Montgomery, Ward & Co., Chicago; Carl C. Clemmer, Carl C. Clemmer, Variety, Nappanee, Ind.; W. J. Davis, The J. L. Hudson Co., Detroit; Mrs. P. M. Edwards, Davidson Bros. Furniture, Des Moines, Ia.; Miss Henrietta Goldman, P. H. Goldman, Chicago; S. Gottlieb, Porter Furniture Co., Racine, Wis.; C. J. Hanley, The Security Merchandise Co., Omaha; V. R. Jose, Jr., Indiana Wall Paper Co., Indianapolis; J. J. Levin, C. Binso, Kenosha, Wis.; Arthur Leasure, Spurgeon Mercantile Co., Chicago; B. E. Moser, Spurgeon Mercantile Co., Chicago; J. L. Noble, Miller Bros., Hanover, Pa.; C. D. Ryan, The Fair, Chicago; M. C. Thiel, Stone-Fisher Co., Tacoma, Wash.; D. A. Rogoff, Boston Store, Chicago; S. N. Salmon, Chicago; Carl Stelzer, The J. L. Hudson Co., Detroit; R. Walton, Marshall Field & Co., Chicago.

Mrs. Baker, W. Baker, Ft. Wayne & Peru, Ind.; Mr. Rayhin, The John Bessmer Co., Springfield, Ill.; Miss Wood, Rorabough Brown & Co., Oklahoma City; Mr. Brown, Parke Brown Co., Lincoln, Nebr.; Mr. Brown, Carson, Pirie, Scott & Co., Chicago; Mr. Klein, S. Klein, Chicago; Mr. French, A. F. French, Kansas City; Mr. Jacobs, Jacobs' Jewelry Co., Muskegon, Mich.; Mr. Gonker, Gonker & Schaefer, South Bend, Ind.; C. P. Bender, C. P. Bender, Van Wert, O.; H. D. Bicket, Swisher 5 and 10 Cent Store, Delphos, O.; Alvin Binswanger, E. Iverson & Co., Chicago; Frank H. Bourne, W. H. Lyman & Co., Kewanee, Ill.; C. N. Peterson, C. N. Peterson, Chicago; A. Schuschak, Famous & Barr Co., St. Louis.

### Thursday, February 9.

Chester S. Aagard, Colonial Cut Glass Co., Chicago; C. W. Amos, Kleeman Dry Goods Co., Terre Haute, Ind.; Leon A. Anthony, J. L. Hudson Co., Detroit, Mich.; A. L. Arkim, Atlas Electric Sales, Chicago; M. D. Baer, Stearnes Co., Chicago; Margaret Louise Bagley, The Shop Unique, Mason City, Ia.; Mrs. W. G. C. Bagley, The Shop Unique, Mason City, Ia.; John B. Casper, Master Products Co., Milwaukee; Miss A. P. Doughty, Hienes Doughty Co., Chicago; C. E. Ewing, Ewing & Rice, Furniture, Chicago; Miss B. Fletcher, J. J. Freeman Co., Toledo; R. C. Guy, Home Electric Sales Co., Chicago; Charles Hansen, Block & Kuhl Dept. Store, Peoria, Ill.; W. L. Hayhurst, J. L. Hudson Co., Detroit; R. M. Heizer, King Coffee Co., Indianapolis; L. H. Hernberg, Illinois Furniture & Carpet Co., Chicago.

H. Hyman, H. Hyman & Sons, Chicago; C. M. Jamison, Milwaukee Elec. Ry. & Light Co., Milwaukee; H. E. Jones, Royal Tea Co., Chicago; S. Kahn, S. & H. Kahn, Alum. Lamps, Crockery, etc., Chicago; Harry Kaufman, Kaufman & Albert, New York; A. F. Koch, A. F. Koch Co., Davenport, Ia.; O. E. Koch Enterprise Co., Crockery, Lamps & Glass, Cincinnati; G. W. Kuepper, Kuepper Variety Store, China & Glassware, Chicago; J. Latzer, J. Oppenheimer & Co., Dept. Store, Glass, China, House Furnishings, Chicago; D. Levine, Union Outfitting Co. Omaha; Edward I. Lurye, The Lurye Furn. Co., Superior, Wis.; T. E. Maley, Montgomery, Ward & Co., Chicago; Guy O. Davis, Northwestern Exposition Bldg., St. Paul.

O. R. Martin, O. R. Martin Co., Chicago; T. Murphy, Ewing & Rice, Chicago; M. K. Newmark, H. H. Newmark Co., Gift Shop, Louisville, Ky.; C. D. Olson, The Emporium, St. Paul; Harry Pfabe, A. E. Koch Co., Crockery, Glass & House Furn., Davenport, Ia.; R. J. Plaistrige, R. J. Plaistrige, China & Glass Shop, Lafayette, Ind.; H. T. Power, W. R. Diamond Stores Co. (Mdse.), East Chicago, Ind.; J. W. Reeve, Mandel Bros., Drapery House Furn., Chicago; W. O. Rouse, Charles Mayer & Co., Gift House, Indianapolis; Chas. C. Slack, Melody National Sales Co., Chicago; F. W. Snider, J. J. Freeman Co., Jewelry, Toledo; F. W. Stevens, E. Bankes & Co., Glassware & China, Chicago; P. E. C. Stock, Stock's Variety Store, Arthur, Ill.; John Stock, Stock's Variety Store, Arthur, Ill.; E. G. Stewart, W. B. Fox & Co., House Furn., New York City; F. J. Stewart, Eureka Tea Co., Chicago; L. Szlapka, W. A. Wieboldt & Co., Chicago.

Wm. B. Thalman, Wm. B. Thalman, Gen. Mdse., Groves Point, Ill.; J. E. Uhri, Montgomery, Ward & Co., Chicago; Dave Uttersen, Efrumson & Wolf Dept. Store, Indianapolis; R. Winberg, Simonds Range Co., China, Glass, Silver, Chicago; G. A. Booth, H. & S. Poque Co. Dept. Store, Cincinnati; J. G. Browne, Snyder & Co. Dept. Store, Watertown, N. Y.; Mrs. O. J. Deahler, O. J. Deahler, Furniture, Coldwater, Mich.; R. S. Hubbell, Marshall Field & Co., Chicago; R. T. Jackson, U. S. Decorating Co., Pottery, Wellsville, O.; J. A. Mahoney, Mandel Bros., China, Chicago; W. J. McKee, The Sperry & Hutchinson Co., New York City; Clyde V. Noble, Mayer Livingston & Co. Dept. Store, Bloomington, Ill.; Ralph Roessler, Ralph Roessler & Co., Jewelry, Glass, Pottery, Marion, Ind.

B. Sanderson, Sanderson's Art Store, Milwaukee; Sam Schuhman, Sam Schuhman & Co., Chicago; Charles Stokes, Frederick & Nelson Dept. Store, Seattle, Wash.; William H. Theophile,



Mayer Livingston & Co., China, Glass, Lamps, Bloomington, Ill.; Howard G. Waite, L. B. King & Co., China, Glassware, Detroit; E. C. Unger, Mandel Brothers, Chicago; Joe Williams, Loeb & Co., Glass, China, H. F., Council Bluffs, Ia.; Mr. Brown, Parke-Brown Co., Lincoln, Nebr.; Mr. Kranz, Geo. Kranz, Harvard, Ill.; Mr. Elliott, Herpalschneider Co., Lincoln, Nebr.; Elsie W. Bieg, Humboldt Art Studios, Chicago; H. T. Dennis, Becker, Ryan & Co. Dept. Store, Chicago; E. A. Fischel, E. A. Fischel, Dubois, Pa.; Miss Roselyn Garske, Becker, Ryan & Co., Dept. Store, Chicago; H. F. Hallgren, H. P. Hallgren Co., Cut Glass, China, Lamps, Chicago.

Miss May Hodgson, Becker Ryan & Co., China, Chicago; L. L. Kaufman, The Perry G. Mason Co., Cincinnati; Sterling McDonald, Sterling McDonald, Chicago; E. J. Meelbusch, Pass & Seymour, Inc., Chicago; Gertrude Miller Stevenson Studio & Gift Shop, Chicago; H. Nathanson, Phoenix Furniture Co., St. Louis; D. Peters, Larimer Bros., Chain Stores, Dubuque, Ia.; H. Rosen, South St. Joseph 5 & 10 Cent Store, St. Joseph, Mo.; J. A. Rummele, J. A. Rummele Co., Jewelers, Manitowoc, Wis.; S. Shore, Shore's Fair, Chicago; A. L. Smith, Reed & Hughes Co., House Furn., New Haven, Conn.

### Friday, February 10.

N. Abrams, Western Agencies, Glassware, San Francisco; Irving Alter, Harry Alter & Co., Lamps & Shades, Chicago; Frank Bailey, The DeVilbiss Mfg. Co., Glass & China, Toledo; W. H. Becken, Becken's Success Store, Glass, China, House Furn., Beaver Dam, Wis.; Joe Becker, Joe Becker Variety, Chicago; Frank Behrens, W. A. Wieboldt & Co., Hardware, Chicago; Jean Boetter, Jean Boetter Art Shop, Chicago; C. M. Bregstone, Arland & Co., Mail Order, Chicago; F. P. Burbak, Duffy's Store, China & Glass, Butler, Pa.; Mrs. C. V. Capps, J. L. Brandeis & Sons, Lamps & Glassware, Omaha; Mrs. J. W. Castle, J. W. Castle (Hdwe. & H. F.), Riverside, Ill.; S. W. Cohen, Henry Cohen & Co. (H. F.), Chicago; A. Cohn, A. Cohn Glassware & Furn., Oak Park, Ill.; H. H. Courtright, Valley Electrical Supply Co., Fresno, Cal.

F. C. Dixon, Dixon Tea & China Co., Chanute, Kans.; W. A. Fargo, Gary Heat, Light & Water Co., Glassware, Gary, Ind.; R. Felix, The Duolite Co., New York City; C. R. Fischer, Republic Doll & Toy Corp., Toys and House Furn., Chicago; R. W. Frieder, Arland & Co. (Gen. Mdse.), Chicago; Miss S. J. Fullerton, Fiske & Loosley Co., China & House Fur., Moline, Ill.; Charles P. Gruen, Kaufman & Wolf, China, Glass, House Furn., Hammond, Ind.; W. A. Higgins, Hoffman Hardware Co., Morgan Park, Chicago; A. Hoffheimer, The Homer Studios, China, Glass, Lamps, Chicago; W. C. Hoffman, Mandel Brothers (H. F.), Chicago; Charles Holmes, Arcade Hardware Co., Detroit, Mich.; A. Jonas, A. Jonas Co. (Enamelware), Milwaukee; John B. Jorve, Jorve Bros., (Glass Lamps), Chicago; Alfred Jung, J. & W. Jung Co., Crock & Glass, Sheboygan, Wis.

S. M. Kaufman, The Homer Studios, Furn., Chicago; Mrs. E. E. Kempf, Famous & Barr, Novelties, St. Louis; Charles T. Kennedy, A. Dirksen & Sons, Furn., Springfield, Ill.; Mrs. A. Kleist, W. A. Wieboldt & Co., Crockery, Chicago; Harry Koss, Aagle Cut Glass Works, Brooklyn, N. Y.; A. P. Kunzelmann, Kunzelmann-Esser Co., House Furn., Milwaukee, Wis.; R. D. Laidlaw, Montgomery, Ward & Co., Chicago; H. J. Landschneider, L. B. King & Co., Detroit; Mrs. G. E. Lindau, Lords, Furn., Evanston, Ill.; A. H. Loock, Carson, Pirie, Scott Co., Glass, Chicago; Ben Lowenmeyer, Ben Lowenmeyer, Crockery, Glass, Gift, Omaha; Harry E. Mann, Harry E. Mann, House Furn., Racine, Wis.; Ralph F. Martin, Martin's Art Shops, Lamps & Decoratings, Wichita, Kans.; R. S. Mayer, D. B. Lewis, Glass, Chicago; Mrs. A. McCann, McCann's Art Shop, Chicago; Frank Menge, Niagara Appliance Co., Lamps, Chicago; Ernest Mernert, Ernest Mernert, Glass & China, Chicago; Fred Moltz, The Vail Jewelry Store, Valparaiso, Ind.; J. H. Morehouse, R. J. Leeson & Co., Elwood, Ind.

Miss B. Newman, I. A. Namm & Son, Glass, Brooklyn, N. Y.; E. W. Novatny, Boston Store, Milwaukee, Wis.; J. F. O'Brien, Niagara Appliance Co., Lamps, Chicago; R. D. Otto, Wheeling Decorating Co., Glass, China, Wheeling, W. Va.; A. J. Rainaud, A. & R. Lamp Co., Elec. Appl., Newark, N. J.; J. C. Rasmussen, J. C. Rasmussen, Variety, Spencer, Ia.; J. W. Ray, William W. Ray & Son, Glass, H. F., Crockery, Belvidere, Ill.; J. L. Rice, Rice Bros., Crockery, China, Glass, St. Joseph, Mich.; T. R. Rickert, T. R. Rickert, China & Glass, Woodstock, Ill.; Mrs. Blanche Rounseville, Mrs. Blanche Rounseville, Chicago; J. Ryan, McCann's Art Shop, Chicago; M. Sallin, K. & S. Sales Co., Inc., House Furn., Chicago; E. M. Saunders, D. Saunders Co., Glassware, Chicago; Charles J. Scheetz, Geo. A. Ducker Co., China, House Furn., Joliet, Ill.; H. W. Schmidt, H. W. Schmidt Co., Detroit; P. B. Schweikert, The John Van Range Co., Glass, House Furn., Cincinnati; M. C. Shoup, Regnier & Shoup Mercantile Co., Glass, China, Lamps, St. Joseph, Mo.; R. P. Shoup, Regnier & Shoup Mercantile Co., St. Joseph, Mo.; W. J. Skelly, W. J. Skelly, China, Jamesville, Wis.; F. H.

Spenceley, R. L. Leeson & Co., House Furn., Alexandria, Ind.; Katherine C. Tedrahn, Katherine's Household Shop, Evanston, Ill.

C. S. Unna, Hexter & Co., Hdwe., House Furn., Portland, Ore.; L. R. Walker, Nicholas Hardware Co., Oak Park, Ill.; B. Weinstein, The Gross Mfg. Co., House Furn., Chicago; Florence R. Weisskopf, Florence R. Weisskopf, Int. Dec., Milwaukee; Haskal Wolf, The Ashland Mattress Co., Lamps & Shades, Chicago; Paul Zimmerman, Zimmerman Book Gift Shop, China, Glass, Lamps, etc., Piqua, Ohio; E. F. Burg, E. F. Burg Co., Glass, China, Duluth, Minn.; Mr. Theaphin, Meyer Livingston Co., Bloomington, Ia.; Mr. Booth, H. & S. Pogue, Cincinnati, O.; Mr. Elliott, Sanderson Art Company, Lincoln, Nebr.; Mr. Kranz, Geo. Kranz, Harvard, Ill.; Mr. McElroy, Marks-Isaaks Co., New Orleans, La.; Mr. Anderson, Alex Anderson & John, Minneapolis; Mr. Pofahl, Golden Rule, St. Paul; Mr. Johnson, Butler Brothers, Chicago.

Mr. Austens, China Closet, Flint, Mich.; Mr. Smith, W. A. Wieboldt & Co., Chicago; Mr. Levy, Lewis & Neblett Co., Cincinnati; Mr. Naum, A. & I. Naum, Brooklyn, N. Y.; Mr. Casper, Western Glass & China Co., Milwaukee, Wis.; Mr. Dennis, Becker Ryan & Co., Chicago; Mr. Gotlibb, Thayer & Chandler, Chicago; B. B. Schubert, The John Range Co., Cincinnati; Mr. Karnoth, Boston Store, Chicago; Mr. Nieberger, Standard Coffee, Chicago; F. S. Hogg, Gimbell Brothers, New York City; Bin Jung, J. & W. Young Company, Sheboygan, Wis.; Mr. Hazelton, Becker Hazelton Co., Dubuque, Ia.

Miss Ward, Rorabaugh Brown D. G. Co., Oklahoma City, Okla.; John Newton, John Newton, Chicago; T. J. Dale, T. J. Dale, Kenosha, Wis.; Winifred Boorsma, Carson, Pirie, Scott Co., House Furn., Chicago; Sadie Levy, Carson, Pirie, Scott Co., House Furn., Chicago; F. J. Schmidt, A. Goldman, Crock., Glass, Milwaukee; Mrs. E. R. Wunder, Friscilla Art Shop, Cincinnati; F. Anderson, Marshall Field & Co., Lamps, Glass, China, Chicago.

J. H. Baetz, Baetz Brothers, Furn., Kitchener, Ont.; D. R. Ballentine, J. L. Hudson Co., Lamps, Detroit; W. H. Beney, Adams Furniture Co., House Furn., Toronto, Canada; James Cornell, Cornell & Ream, Jewelers, Belvidere, Ill.

O. E. Gibson, Mandel Brothers, Chicago; H. E. Goldstein, Goldstein Brothers, Lamps, Indianapolis; Henry Bronsther, Anchor Mfg. Co., New York; Wm. L. Jennings, W. A. Wieboldt & Co., Lamps, Chicago; Fred Kaag, M. F. Kaag & Sons, Glass, China, Ft. Wayne, Ind.; J. C. Kelly, F. H. Johnson Co., China, Glass, Cambridge; Robert Kent King, L. B. King & Co., China, Glass, Detroit; D. C. Kinkead, Marshall Wells, Glass, China, Duluth; John P. Leaf, Porter Furniture Co., House Furn., Lamps, Racine, Wis.

W. C. McCartney, J. E. Slingluff, Gift Shop, Cambridge, O.; E. A. Mechling, Edmiston Horney Co., Gift Shop, Zanesville, O.; A. F. Meier, L. F. Wolf Hardware Co., China, Glass, Mt. Clemens, Mich.; J. Mertz, Oriental Goldfish Co., Glass, Cary, Ill.; H. J. Muldoon, The Golden Rule, House Furn., St. Paul; J. H. Newcomer, E. Newcomer & Son, Glass, China, Nappanee, Ind.; Miss L. M. Parks, Goldstein Brothers, Lamps, Indianapolis; H. F. Pathun, A. C. Becken Co., Glass, Pottery, Chicago; R. H. Patch, Path Bros., Crockery, Glass, Glen Ellyn, Ill.; E. W. Ream, Cornell & Ream, Glass, Belvidere, Ill.; W. E. Reuhmann, Central Specialty Mfg. Co., Chicago; G. W. Rice, G. W. Rice, House Furn., China, Glass, Onaleska, Wis.; M. Rosenthal, Frank Furniture Co., House Furn., Davenport, Ia.; F. C. Sackirter, S. S. Kresge Co., House Furn., Chicago; F. C. White, Brown-White Co., Hardware Store, Shriver-Johnson Co., Dept. Store, Sioux Falls, S. D.; Miss C. I. Williams, Goldstein Brothers, Lamps, Indianapolis.

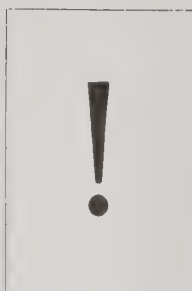
### Saturday, February 11.

A. Albert, Kaufman & Albert, New York; Frank Behrens, W. A. Wieboldt & Co., Chicago; C. O. Bott, Zahn Dry Goods Co., Racine, Wis.; Harry Brenner, Minimax Co., Glass, Chicago; E. C. Buchanan, Commonwealth Edison, Alum, Chicago; J. H. Conway, John E. Sheridan Co., Glass, St. Louis, Mo.; S. E. Coy, Hoover Rollins More Co., Furn., House Furn., China, Huntington, Ind.; C. E. Demond, Carson, Pirie, Scott & Co., China, Chicago; Henry O. Ebeling, Ebeling & Reuss, China, Philadelphia; O. W. Eldridge, Eldridge Importing Co., Omaha; Chas. Evans, Weinstock & Co., House Furn., St. Louis; A. B. Fischer, Fischer Cut Glass Co., Atco, N. J.; I. Fischel, Fischer & Co., Jobbers, Chicago.

J. Gaber, Globe China Co., Chicago; H. Hammerman, S. & H. Kahn's Dept. Store, Chicago; I. H. Hartman, Hartman Furn. & Carpet Co., House Furn., Chicago; E. L. Holland, Eldridge Importing Co., Omaha; G. A. Hudson, Shibley & Hudson, Glass, China, Wooster, O.; J. R. Isaacson, Newlander Furn. Co., Lamps, Detroit; H. Kahn, S. & H. Kahn's Dept. Store, House Furn., Chicago; W. B. Kaywood, W. B. Kaywood, House Furn., Chicago; Mrs. I. M. Kurth, St. Louis Cut Glass Co., St. Louis;

(Continued on page 46)





He who finds he has  
something to sell  
And goes and whispers  
it down a well,  
Is not so apt to catch  
the dollars  
As he who climbs a  
tree and hollers.

—*Author Unknown*

## A. H. Heisey Dies Suddenly

(Continued from page 30)

generous and made through many of the existing national and local welfare organizations.

He was one of the founders of the South Side Hospital of Pittsburgh. He was also Chairman of the Committee which raised the finances which built the present City Hospital. In addition to this he was one of the founders of the Y. M. C. A. of Newark, O.

Major Heisey was a member of the Military Order of the Loyal Legion, Cincinnati, and a member of G. A. R., Post No. 159, Pittsburgh. He was also a member of the National Republican Club, New York City, and of the Society of Glass Technology, London, England. In addition to these he was a member of the Duquesne Club, Pittsburgh, Columbus Country Club and Columbus Club, Columbus, O., and the Moundbuilders Country Club of Newark, of which he was one of the Board of Governors.

Major Heisey was married May 15, 1870, at Pittsburgh, to Miss Susan N. Duncan of that city, who survives him. To this union the following children were born: George Duncan Heisey, of Newark; Mrs. R. L. Walker, deceased; E. Wilson Heisey, of Newark; Mrs. Col. O. K. Dockery, Jr., of Seattle, Wash.; Mrs. Fred H. King, of Cleveland, O., and T. Clarence Heisey, of Newark. Six grandchildren also survive. Major Heisey has a sister, Mrs. Dora Heers, of New Ulm, Minn.

The New York office of the concern will be closed on Friday and Saturday out of respect to the memory of the deceased.

## Great Men Know How to Work Hard

There is a strange fact about business that I have noticed many times, says Bruce Barton in the Brooklyn Central. It may be expressed in this apparently senseless phrase:

"A little too much is just enough."

A young man came to me yesterday to tell me his boss had been fired.

I was sorry for the boss; glad for the young man; and glad for myself. It proved me, for once, a good prophet.

For the same young man had met me three months ago and complained of his lot. His boss was loafing on the job, he said, leaving all the work of the department to him. "He gets the money and I do the work," the young man exclaimed. "What shall I do?"

I told him to do more work.

"But I'm doing too much already!" he cried.

"I know it," I said. "Do more. Do so much more that everybody in the office will notice it. Then see what happens."

Well, it happened. The boss is fired; and he has the boss's job.

I read a great deal of biography: it is my favorite kind of reading. And nothing impresses me so much as to see how hard the great men of the world have worked.

Almost without exception, they have done more work than they needed to do; more work than the average man would have been willing to do; more than enough.

Take this extract from a book recently published—the life of Delane, the great editor of the London Times.

"He read and edited himself everything that was to appear in the paper next morning—telegrams, correspondents' letters, the reports of Parliament. He selected the letters addressed to the Times that were to be published; he was scrupulous as to the way in which even small matters of social interest were announced and handled. This method of editing was infinitely laborious. Even when the Times was much less than its present size, the task of reading, correcting and controlling from forty to fifty columns of new matter every night was immense. But Delane never shrank from it."

I know editors getting \$50 a week who would consider themselves abused beyond endurance if any one suggested a day's work like Delane's.

Doubtless there were plenty of editors in London in Delane's own day who thought him a fool to work so hard. If there were, we do not know their names.

Posterity seldom does know the names of the men who are careful not to work too hard.

Dickens began life as a stenographer.

"How hard I worked at that tremendous shorthand and all the improvements pertaining to it!" he exclaimed. "I will only add to what I have already written of my perseverance at that time of my life and the patient, continuous energy which then began to be matured in me, and which I know to be the strong point of my character, if I have any strength at all, that there, on looking back, I find the source of my success."

Bishop Butler worked twenty years on his "Analogy," and then wanted to burn it because he thought it was not good enough.

George Eliot read more than a thousand volumes before she began to write "Daniel Deronda."

Patient, continuous, ceaseless work. What the ordinary writer would have called too much the extraordinary writer thought hardly enough.

There is a verse in that great text book on modern business, the Bible, which sums it all up:

"And whosoever shall compel thee to go a mile, go with him twain."

Whosoever hires you to work eight hours, take advantage of him by working a little longer; whosoever compels you to do a certain task, do more than you contract to do.

It's the second mile that counts. All biography is a record of that truth; all business experience attests it.

The work that no man compels you to do is the work for which the world pays most.

A little too much is just enough.



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T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
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#### Darden & Cox, Room 47

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range of patterns and materials  
with shades to match

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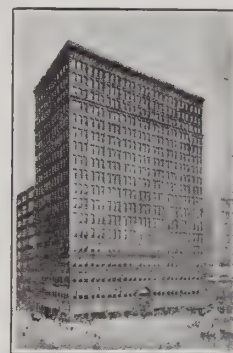
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**SALESMAN WANTED** to carry a side line of light ware cut glass on commission basis, to cover states of Vermont, New Hampshire and Maine. Must be acquainted with the territory and references required. Factory well known throughout the territory. Address all communications to Mr. John Didio, 198 Grant Street, Buffalo, N. Y.

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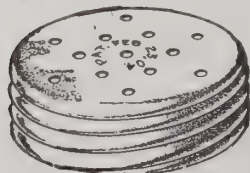
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## Chicago Banquet

(Continued from page 37)

announced themselves ready to renew the task for the coming year.

Tables were cleared away and the dancing started. The dance numbers were alternated with "Ernie Young Frivolities" from the Terrace Gardens. This was a splendid program of cabaret entertainment, and included the highest class talent obtainable. The dancing continued until one o'clock and it was evident from the manner in which the crowd lingered to the last, that the evening was certainly a most enjoyable one to all who attended.

## Convention Notes

Lt. Boggs, the oldest glass salesman in the country and a member of the Federal army during the Civil War, was at the information desk in the lobby of the hotel to start the buyers off right when they arrived. Lt. Boggs has had an interesting career and is remarkably active for one of his years. At the age of eighty-five, he is probably the only living witness of Lincoln's Assassination on that historical night at the Washington Theatre. Lt. Boggs has fought in three wars, but takes more pride in telling of his Civil War activities than his best feat of salesmanship in selling glassware.

It would be impossible to review all of the interesting and attractive display rooms at the Morrison, three hundred in all. However, in our next issue the items which caught the buyers' eyes will be briefly reviewed for the benefit of the buyers who were unable to attend.

## Buyers Registered First Week of Chicago Exhibit

(Continued from page 40)

W. J. Lang, Zahn Dry Goods Co., Racine, Wis.; Simon Levy Chicago Specialty Box Co., Chicago; A. L. Lewis, A. L. Lewis & Son, Glass, New York; Bruce R. Magness, C. L. Pippit, Hotel Furn., Wooster, O.; W. C. Miller, W. C. Miller & Co., Glass, Darren, Minn.; H. J. Morse, S. S. Kresge, Lamps, Chicago.

## Buyers in New York

(Continued from page 34)

C. W. Conant, house furnishings, Porteous, Mitchell & Braun Portland, Me., 432 4th Avenue.

M. Miller, toys, Ellis Mills, Reading, Pa., care Fellows Buying Co., 1164 Broadway.

T. Keller, toys, china and glassware, Denholm & McKa Worcester, Mass., care Syndicate Trading Co., 240 Madison Avenue.

J. P. Edwards, toys, Wat Bros., San Francisco, Calif., Union Square.

A. Fishgill, house furnishings, Sanger Bros., Waco, Texas 19 East 24th Street.

D. Horn, house furnishings, Hecht Bros., Baltimore, Md. Pennsylvania.

W. D. Coalter, house furnishings, Adam Meedrum & Anderson Co., Buffalo, N. Y., 240 Madison Avenue.

C. Smith, house furnishings and toys, Brown, Thompson Co., Hartford, Conn., 240 Madison Avenue.

F. H. Jones, gift shop goods, Sibley, Lindsay & Curr, Rochester, N. Y., 432 4th Avenue.

C. Christensen, house furnishings and china, Marsion Co. San Diego, Calif., 220 5th Avenue (F. Atkins).



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215 West 6th St.

East Liverpool

VOL. 94

FEBRUARY 23, 1922

No. 8

## AS THE EDITOR SEES IT

### KNOW YOUR STORE'S POSSIBILITIES

**A**RATHER keen student of business conditions in general and of retail merchandising in particular, said to me a few days ago that he thought too many merchants failed to take fullest advantage of their opportunities to develop their business. In his opinion many fell short of the higher standards by which merchants are measured because they were content to merely keep store. He cited several instances to illustrate his point and all the names he mentioned were recognized as fairly successful merchants who advertised and displayed and served the retail trade in a more or less progressive manner. But the point he made was nevertheless well taken. It was not that these retail establishments he named were not successful or progressive but that they overlooked the broader and more profitable aspect of the merchant's work. In other words, he called attention to the average type of merchant who works hard and all the time for direct results. All displays and publicity they use must have direct results. Ads and window trims must sell goods. This is good business, certainly, but if we take a bigger view of the subject and look at the methods of merchants who have won the biggest reputations, we will as certainly find that a considerable part of their publicity is carefully thought out to win indirect results—to build up prestige and to educate.

**A**GOOD many successful merchants could be mentioned who have adhered to this plan. Marshall Field and John Wanamaker are two easily recognized examples and a hundred others in manufacturing, wholesale and retail lines could be given. But two are enough. Both these houses have long and still regard the public taste and ideas as fertile fields of cultivation to give con-

stantly increasing yields. They are constantly striving to educate the public to a higher standard of living by increasing the desire for better things. By so doing their stores serve not merely as shops but as an educative force in their community, and this appeal is felt by even the humblest. And while this may result in extravagance to a slight extent and does encourage discontent, it accomplishes a vast good, for from the discontented who have the ambition to work for better things, all progress has come.

**A**ND what is true of the larger stores is also true of the smaller ones, for all were small stores at the beginning. Big stores from little stores grow, but only if the merchant possesses imagination. If he possesses imagination and is in love with his work he will continually expand. Marshall Field did and so did John Wanamaker. They were a step in advance of their competitors but not too far ahead for the public to appreciate their leadership.

A case typifying this was the establishment of a new store in an Iowa city several years ago. I happened to be in the city a few weeks after it opened and again a little over a year ago. This store was a nine days' wonder. It was larger and more handsomely equipped than any other store in the state. The store was a good deal ahead of the ideas of the majority of the community. Much criticism was heard about the store being too expensive to pay. At first many people hesitated to enter, thinking the store was too expensive for them to trade in. But they were not long in finding out that it cost no more to buy things in an attractive store than it did in any old shop. This store is now doing the business of the city. It

is setting the pace and setting it at so fast a clip that none of the other stores have been able to keep up. This may or may not strike you as a good illustration but to my mind it at least indicates the value of a store as an educative force and shows how imagination can be applied to business and how it results in increasing sales.

Now, the point of all this is, not the suggestion that a merchant should necessarily change and alter his store, but that every store has possibilities which should be fully taken advantage of; that as the people of this Iowa city have grown to like the more attractive store, so people everywhere can be educated by other stores to buy better merchandise, different merchandise and more merchandise. Imagination is one of the biggest assets in business and it can be as easily used and applied to the smallest business in a main street town as in New York. It is all a question of thinking along these lines and if you do that you are pretty sure to see possibilities in your own town which have not been visualized before.

### Dixon Sees Promising Outlook for 1922

Vice President and General Manager Thos. F. Dixon of the Jones, McDuffie & Stratton Corp., says:

In our opinion the business outlook for 1922 in our line seems bright.

While business during the greater portion of 1921 showed a decrease when compared with 1920, we began to note an improvement the latter part of September and from September to the end of the year our sales showed a decided improvement over 1920, December results reflecting a very substantial gain.

In January our wholesale sales were about even with last year and we had a nice retail increase.

February results, so far, reflect an increase over 1921, and we are about even in the retail department with a tendency to go ahead of 1921.

Some sections of the South from which we usually obtain quite a volume of business have not afforded their normal quota of orders, but this is due, we feel, to local conditions, such as the boll weevil, etc.

With manufacturing conditions both in this country and abroad gradually returning to normal, with manufacturers' prices somewhat reduced and production increasing, we believe that the better service to customers which this condition makes possible is going to have a stimulating effect upon business in general.

Our salesmen are booking substantial orders for summer and fall shipments, which would seemingly indicate that the retailer entertains an optimistic opinion for the future.

We have experienced, and unquestionably will continue to find, a greater sales resistance than in the old days of the seller's market, but there is business to be had and we propose to extend every effort to get our share of it.

### To Hold 24th Annual Convention

The American Ceramic Society will hold its 24th Annual Convention at the Hotel Statler, St. Louis, Mo., the week of February 27 to March 3. The society now com-

prises some 1575 members and includes seven industrial divisions, all of which are independent, but all affiliated with the society. The week's program has apportioned one and a half days to be devoted to general sessions, a like period for divisional meetings and the remainder will be devoted to plant visitations.

The program will include nineteen papers and seven films; the art division having seventeen papers and demonstrations, the enamels division seventeen papers four colloquiums and research report and the glass division fourteen papers, six colloquiums and two research reports.

The Board of Trustees consists of the following officers for the ensuing year:

President-elect, Frank H. Riddle, Detroit, Mich.; E. W. Tillotson, Mellon Institute, Pittsburgh, Pa., Vice-president; R. W. Hursh, University of Illinois, Urbana, Ill., Treasurer; R. C. Purdy, Columbus, Ohio, General Secretary; R. H. Minton, General Ceramics Co., Metuchen, N. J., Trustee; F. K. Pence, Knowles, Taylor & Knowles, East Liverpool, O., Trustee.

### Pottery Lovers Hold Exhibit

A typically American showing of pottery was recently successfully staged at the Little Gallery, Birmingham Alabama, by the art lovers in the South who appreciate the beautiful and artistic appeal to be found in American ceramic art. The exhibit undertaken under the auspices of the federated clubs of Birmingham, Ensley, Fairfield and Woodlawn, included an exposition of the ancient pottery art of the American Indian, and from this period down to the beautiful work of modern potteries. The exhibit was divided into ten sections comprising American Indian, Southern Mountain, Newcomb, Paul Revere, Durant, Van Briggles, Rookwood, Niloak, Dedham, Lenox, Fulper and Roseville. Keen interest was shown by the public and a number of the women's clubs held their regular meetings during the exhibit.

### The Bohemian Glass Industry

The Bohemian glass industry, according to a recent inquiry, has increased its output considerably. Compared with the pre-war figures, the following increase has taken place: Hollow and pressed glassware, 40,000 tons (2 per cent); plate glass, 600,000 tons (40 per cent); mirror glass, 9,000 tons (17 per cent); while the output of bottles was higher by 25,000,000 (15 per cent). However, this output has by far exceeded the demand and the glass industry is feeling the effects of having large unsold stocks.

### Cut Glass Cigarette Holders

One of the novelties displayed at the Chicago Exhibit which closed on February 18th, was a cut glass cigarette holder, colored to match hat or gown. This latest fad was first introduced at Palm Beach by Miss Corinne Baker, a New York debutante, and its introduction made a strong appeal among the feminine smokers and is growing in popularity among society circles.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

THE Hotel McAlpin is housing quite a number of out-of-town exhibitors this week, who will hold forth there until about March 1st. Besides Wm. L. Tickell, with the Edwin M. Knowles China Co.'s line of dinnerware in room 306, and F. L. Morecroft, with the Ideal Cut Glass Co.'s cut glass in room 308, who have been mentioned in previous issues, there is Jas. P. Gordon, with the Jones, McDuffee & Stratton Corp. line of dinnerware and the Gordon Glass Co.'s cut glass in room 363 and Eugene Blum and H. F. Drewes, with the Mitchell-Woodbury Co.'s line of dinnerware and fancy china in room 361.

On March 25th, Jas. P. Gordon, the well known traveling representative for the Jones, McDuffee & Stratton Corp., Boston, is planning to start, accompanied by Mrs. Gordon and their daughter, on a three months' vacation trip to California. They will sail from New York and go via the Isthmus, stopping at Havana and Jamaica en route. They will be 26 days each on the water going and coming, and the remainder of the time will be spent in enjoying California.

J. W. Irwin, of the Edwin M. Knowles China Co., East Liverpool, O., left for home on Wednesday evening, after spending a few days in New York conferring with Wm. L. Tickell, of the concern's sales staff, who is making an exhibit of the factory's line here. Mr. Irwin came here from Chicago, where he attended the exhibit.

Charles L. Sebring and his brother, Frank H. Sebring, were called to New York last Saturday on account of the serious illness from pneumonia of their sister, who is in New York studying music. Her condition on Tuesday was slightly improved.

Chas. Hass, formerly buyer for Raphael Weil & Co., Inc., San Francisco, who is now a member of the firm and Vice President of Berry, Inc., Los Angeles, successors to Ghisi & Berry, is staying at the Hotel Latham, while here placing orders for the concern. He expects to leave for California about March 1st to look after the removal of his family to Los Angeles. He will return to New York again a few days previous to his sailing for a paying trip abroad on the Aquitania on April 11th.

Ernest W. Merrill, buyer for the New England Furniture & Carpet Co., Minneapolis, arrived in town last Saturday to spend the best part of three weeks in New York placing orders. Mr. Merrill's efficiency in handling the firm's china, glassware and house furnishing departments is accountable for the concern's placing additional re-

sponsibilities on his shoulders. From now on he will also buy artists' materials and kodaks. He is staying at the Commodore while here.

Julius Hirsch, head of the Hirsch-Malgood Co., who has been ill at his home in Brooklyn for the past seven weeks, was able to return to business on Monday, which is news that will be welcomed by his many friends in the trade.

E. Torlotting, American representative for St. Louis Crystal, "Gouda" ware, etc., has added a domestic line to the list he represents, which is the Sauveur Studio, Philadelphia, manufacturers of an excellent line of decorated tin ware, in hand-painted design and baked-on colors. The line consists of an interesting assortment of items, which are now on view at Mr. Torlotting's salesroom, 35 West 23rd Street.

J. Howard Smith, of Phillips, Thistle & Smith, Inc., returned on Tuesday morning after making a brief trip over his territory in New England, where he found conditions slightly on the upward trend.

Jas. J. Brainard, Vice-President and Treasurer of the Westmoreland Specialty Co., Grapeville, Pa., paid a visit to the Horace C. Gray Co., the latter part of last week, to consult with them relative to local business. He left here for Boston, where he visited the concerns representative in that city.

John Postley, of Chas. A. Postley & Son, who has been out of town since early in January exhibiting the concern's line at the Pittsburgh and Chicago shows, returned to New York on Tuesday. He reported very satisfactory business at both exhibits.

The Horace C. Gray Co. have been appointed New York agents for the Rivir Studios, Chicago, who turn out a very artistic line of hand-decorated china.

A car load order could not make Henry Saul, of the Saul Mfg Co., feel better, or we might say a whole train load of orders, for that matter. It's a girl, and arrived last Saturday at the Saul home in Brooklyn. Both mother and daughter are doing finely. The best brand of cigars is none too good for Henry's friends this week.

W. B. Stanton, buyer of toys, China, glassware, for Stewart & Co., Baltimore, Md., sailed February 18 on the S. S. Nieu Amsterdam for a ten weeks' business trip, during which time he will visit England, France, Ger-

many, Austria, Czecho-Slovakia, Switzerland and Belgium, to purchase merchandise for his departments. Mr. Stanton will visit the fair at England and later go to the Leipzig fair.

### Hines Takes Floor in Maddock & Miller-Kupper Building

While a number of well known concerns in the trade are negotiating for space in the building recently taken jointly on a long lease by Maddock & Miller, Inc., and Herman C. Kupper, at 39 West 23rd Street, John J. Hines, the well known manufacturer and importer of decorated glassware, lamps and lamp shades and novelties, is the first one to sign a lease. He has taken the entire fourth floor of the building which will give him over twice the space he now occupies at 139 Fifth Avenue. The floor is now being fitted up for his use and he expects to move about May 1st.

### Wells Addresses Pottery Foremen

W. E. Wells, of the Homer Laughlin China Co., addressed sixty pottery foremen at East Liverpool, O., at a dinner given there at the Y. M. C. A. on Washington's birthday. Mr. Wells informed his hearers, among other things, that the world pottery market was now centered in the United States and that it rested with the domestic potters to protect this advantage. He reviewed the American pottery industry at length and told of the satisfactory results achieved by cooperation between the United States Potters Association and the National Brotherhood of Operative Potters.

### Obituary

#### MRS. LOUIS REIZENSTEIN.

The host of friends in the trade of Louis Reizenstein, of C. Reizenstein's Sons, Pittsburgh, will learn with sincere regret of the death of Mrs. Reizenstein, which occurred quite suddenly at a local hospital in the above city, where she had been under observation for a few weeks previous to a contemplated operation. Mr. Reizenstein, who had been in New York for ten days displaying his decorated glassware line at the Claridge, was called home last Saturday due to a sudden change in her condition, and the end came on Monday. She was about sixty years of age. She was a devoted mother and wife and a woman who was delightful to meet socially. She leaves beside her husband, three sons, one of whom Chas. L., is associated with his father in business, and one daughter. A number of Mr. Reizenstein's friends left New York on Tuesday night to attend the funeral which was held on Wednesday at the cemetery chapel in Allegheny. They were Justice Tharaud, Harry L. Seixes, Percy L. Leyland, B. Rosenfeld, Albert Weber, Donald M. Miller, "Jack" French and Norman Walker. Others present were Mr. and Mrs. Chas. J. Dooley, Mr. and Mrs. Frank R. Martin, Wm. Junor and Gerald Bryce.

Even during hard times, sensible, industrious people seem to do pretty well.

### Business Briefs

The Lavelle Mfg. Co. has been organized by the Gilbert Toy Co., New Haven, Conn., with a capital of \$50,000. The field of the new company is somewhat unique in that it proposes to manufacture and resell girl's educational toys exclusively. The company is named for the wife of Frank W. Gilbert, and it is contemplated to specialize in clay modeling sets, cooking sets and similar toys which furnish education as well as amusement. Actual manufacture of patented toys has already begun and a good trade is assured. The Lavelle company is the pioneer in this line as the A. C. Gilbert Co. was the pioneer in the boy's field.

The Fostoria Glass Co., Moundsville, W. Va., paid a 2 per cent cash dividend to holders of record February 2nd.

The department store of Stritmater Bros., Pittsburgh, Pa., which was established half a century ago, has been sold to Higgins Bros., Wellsville, N. Y., and Butler, Pa. Since the enterprise was started by W. A. Stritmater in 1872, the store has been conducted by this pioneer merchant up to the time of his death a few months ago. While the consideration is not known, the transaction is the largest which has occurred in the mercantile line here in many years and it is understood that the business will be continued under the old, familiar firm name.

There are prospects that a new pottery plant may be started soon at Hallettsville, Texas. An investigation of the clay deposits in this neighborhood recently completed are believed to indicate a good grade of kaolin. Samples are now being thoroughly treated and if found satisfactory the deposits will be developed and a pottery and chinaware factory will be established at a convenient point on the San Antonio Railway.

Additions and improvements which have been under way for several months at Schwartz Bros. store, Johnstown, Pa., are nearing completion and the new four-story building is almost finished. The china and house-furnishing department will soon be removed from the old Moses building to the basement of the Main street building. This will provide larger and better display quarters for the china and allied lines.

Announcement has been made that the W. T. Grant Co., Inc., will open a new 25c. to \$1 store in Buffalo, N. Y., probably in the summer.

The Kresge Syndicate has purchased a site for a new store at Elmira, N. Y.

A dividend of 2½ per cent. has been declared on the capital stock of Lit Bros., Philadelphia, Pa.



Buyers in New York

FEBRUARY 16, 1922

F. S. Katzenbach, house furnishings, F. S. Katzenbach Co., Trenton, N. J., Pennsylvania.  
E. Carlson, house furnishings, R. H. White Co., Boston, Mass., 432 Fourth Ave.  
A. C. Smith, house furnishings, H. C. Warner, Lancaster, Pa., 105 Grand Street, York.  
C. Walline, toys, D. B. Loveman Co., Chattanooga, Tenn., 1150 Broadway, 8th Floor.  
A. W. Mackay, cut glass, The Ernst Kern Co., Detroit, Mich., 1170 Broadway.  
E. Dolfinger, house furnishings, J. Dolfinger, Louisville, Ky., Cumberland.  
R. B. Smith, toys, J. B. White & Co., Augusta, Ga., care Wm. Knott, 23 East 26th Street.  
J. L. Koster, china, house furnishings and toys, Katz & Goldsmith, Braddock, Pa., Livingston & Cohen, 38 West 23rd Street.  
S. G. Chamberlain, toys, S. F. Iszard Co., Elmira, N. Y., 404 Fourth Ave.  
J. G. Anthony, house furnishings, china, glassware and toys, W. C. Stripling Co., Fort Worth, Texas, J. M. Biggins, 319 Seventh Ave.  
G. O'Hara, china, house furnishings and toys, Famous Co., McKeesport, Pa., Livingston & Cohn, 38 West 32nd Street.  
A. J. Tourangeau, china and glassware, Henry Morgan Co., Ltd., Montreal, Canada, Imperial.  
C. M. McElroy, house furnishings, Marks-Isaacs Co., New Orleans, La., care Baer & Lilienthal, 1150 Broadway.  
A. Pitt, china and glassware, Beir Bros., Niagara Falls, N. Y., 23 East 26th Street (Mdse. Reporting Co.).

FEBRUARY 18, 1922.

S. A. Knell, house furnishings, toys, Denver D. G. Co., Denver, Colo., 200 Fifth Avenue.  
H. A. Davis, toys, and R. A. Conliff, china and house furnishings, W. J. Pettie & Co., Oklahoma City, Okla., 66 Reade Street.  
H. Kluter, toys, Stewart & Co., Baltimore, Md., 16 West 39th Street.  
C. W. Benzow, toys, Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th Street.  
H. C. Eisenberg, general mdse., M. M. Newcomber Co., Knoxville, Tenn., care of Wm. Van Buren, 36 West 35th Street.  
W. H. Rosenthal, toys, W. H. Rosenthal, Syracuse, N. Y., Imperial.

FEBRUARY 20, 1922.

G. R. Holsinger, gift shop goods, G. M. McKelvey Co., Youngstown, Ohio, care Biggins, 333 7th Avenue.  
W. W. Lease, house furnishings, china, glassware and toys, P. Wiest's Sons Co., Youngstown, Ohio, care American D. G. Co., 105 Grand Street.  
J. L. Haines, china, glassware and house furnishings, J. B. White Co., Augusta, Ga., 23 East 26th Street.  
R. A. Couliff, house furnishings, china and glassware, W. J. Pettie & Co., Oklahoma City, Okla., 116 West 32nd Street (A. Fantl).  
W. A. Mahaffey, house furnishings, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.  
W. S. Saltmarsh, house furnishings, Hibben-Hollweg Co., Indianapolis, Ind., 320 Broadway.  
G. A. Dahlgren, house furnishings, Rothschild Co., Chicago, Ill., 448 4th Avenue.  
C. J. Robinson, china and glassware, Jordan Marsh Co., Boston, Mass., 432 4th Avenue.  
H. C. Logan, house furnishings, china and glassware, L. C. Donaldson Co., Minneapolis, Minn., care Syndicate Trading Co., 240 Madison Avenue.  
G. B. Brooks, house furnishings, S. F. Iszard Co., Elmira, N. Y., care D. G. Alliance, 404 4th Avenue.  
A. R. Willauer, house furnishings, L. Sambler, Lebanon, Pa., 37 West 26th Street.  
J. A. Waterman, toys, Maas Bros., Tampa, Florida, care Baer & Lilienthal, 1150 Broadway.  
G. Brewer, china and glassware, G. Brewer, Burlington, Vt., Continental.

FEBRUARY 21, 1922.

H. R. Soasor and N. K. Voor, toys and house furnishings, I. J. Rively, china and glassware, W. F. Gamble Co., Altoona, Pa., 240 Madison Avenue.  
A. Goldberg, crockery, A. Goldberg, Atlanta, Ga., Pennsylvania.  
E. G. Woodrum, house furnishings, Woodrum Home Outfitting Co., Charleston, W. Va., Pennsylvania.  
H. R. Davis, toys, Carson, Pirie & Scott, Chicago, Ill., 404 4th Avenue.  
R. Haliday, toys, Herzfeld & Phillipson Co., Milwaukee, Wis., 1164 Broadway.

H. C. Logan, house furnishings and china, L. S. Donaldson Co., Minneapolis, Minn., 240 Madison Avenue.  
H. T. Miller, toys, Montgomery Fair, Montgomery, Ala., 23 East 26th Street.  
R. Marting, toys, Martings' Bros. Co., Portsmouth, Ohio, care A. Fantl, 116 West 32nd Street.  
F. S. Austin, toys, and W. P. Briggs, lamps, china and glassware, Sibley, Lindsay & Curr, Rochester, N. Y., 432 4th Avenue.  
H. M. Clauser, toys and house furnishings, John Stillman Store, Fort Wayne, Ind., care Ben Levis, 37 West 26th Street.  
H. T. Siemon, china and glassware, Herpolsheimer Co., Grand Rapids, Mich., care Morgan & Ahrens, 1170 Broadway.  
O. Hoffman, toys, Foster Ross & Co., Auburn, N. Y., 1170 Broadway (Morgan & Ahrens).  
F. E. Fleischman, house furnishings, I. Freimuth, Duluth, Minn., 1170 Broadway (Morgan & Ahrens).  
W. M. Hodges, house furnishings, W. Hodges & Co., Philadelphia, Pa., Latham.  
M. Mahaffey, house furnishings, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.  
F. C. Simon, toys and house furnishings, Saginaw Woodenware Co., Saginaw, Mich., 352 Broadway (Strauss & Co.).  
Miss M. A. Kelly, china, glassware and lamps, MacDougall & Southwick Co., Seattle, Wash., 23 East 26th Street (W. T. Knott).  
Miss H. J. Zolke, china and glassware, Dunn-Taft Co., Columbus, Ohio, Prince George.  
S. Levy, toys, Bry Block Merc. Co., Memphis, Tenn., 352 4th Avenue.  
D. D. Gary, china and glassware, J. Goldsmith Son & Co., Memphis, Tenn., 1150 Broadway (Baer & Lilienthal).  
R. Halliday, toys, Herzfeld-Phillipson Co., Milwaukee, Wis., 1164 Broadway (Fellows Buying Corp.).  
E. W. Merrill, china, glass, house furnishings and toys, New England Furniture and Carpet Co., Minneapolis, Minn., Commodore.  
Miss C. Shmans, toys, Rothschild Bros., Ithaca, N. Y., Martinique.  
F. R. Martin, china, glassware and lamps, F. R. Martin, Detroit, Mich., Claridge.

A Chance for American Toy Makers

The retail trade in toys in the states of Aguascalientes and Zacatecas, Mexico, like other business, has been affected by the general depression, says Consul Lee R. Blohm of Aguascalientes. Retailers admit a decline in sales during the Christmas season of 1921 and a fruitless effort to extend the season to the Mexican holiday "Dia de los Santos Reyes," on January 6, when gifts are usually distributed.

German-made toys are most in evidence, comprising about 75 per cent of the value of all toys sold and consisting mostly of dolls, toys made of wood, and miniature stringed instruments. American toys, the only rivals of the German, are chiefly mechanical; though popular, they are priced too high to satisfy the local trade.

Mexican workers in tin or wood are not adept in the manufacture of toys and have never been able to displace foreign-made ones. They are, however, very clever in the construction of pottery of picturesque design, miniature birds, animals and manikins; while these make excellent symbolical decorations for Christmas trees and ornaments for mantels, they do not satisfy the Mexican child's desire for a real plaything.

There would appear to be a real future for the inventive Yankee toy maker, therefore, in supplying this line of trade to Mexican children.

A chap who invests in more knowledge of the business than he has to have in order to hold his job has capital for a better one.—*Hewitt's Magazine*.

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

THOSE from the local pottery district who attended the glass and pottery exposition held in the Hotel Morrison, Chicago, the first two weeks of the monthly, highly praise the event and also the service, not only by the hotel management but by those who backed the proposition in an initial way. Just what effect the Chicago success will have on the Pittsburgh Glass and Pottery Exposition is hard to tell at this time. Most favorable comment has been made about the reception the hotel management extended to exhibitors and buyers as well.

"Three and four times daily, representatives of the management would come into our room inquiring if they could be of service," observed one exhibitor. "I recall having my attention directed to some lights in our room and was told that these did not light the display sufficiently, and in a few moments there were replacements. Then the representative of the Chicago Chamber of Commerce was there all the time. This gentleman made dates for buyers and salesmen as much as three days ahead. You never heard of anything like that being done in Pittsburgh. Things went off with the tick of a clock, so far as I could observe; no kicking, and the glad hand was always extended to perform any service possible."

No time has been set at this writing for resumption of operations at the plant of the Chelsea China Co., New Cumberland, W. Va. Last week the firm suggested a reduction in wages of 10 per cent, this being in addition to the 17 per cent previously agreed to by the workers. Some of the employees favored acceptance, while others refrained. When the clay shop forces refused to accept the proposed reduction, manufacturing operations were suspended. A line of vitreous hotel china is featured by this firm.

The Syracuse Pottery Co., Syracuse, N. Y., manufacturers of a line of flower pots, has bought an 80-acre site in a suburb of that city and will erect a new plant. The present manufacturing building will be devoted to other use after machinery has been removed.

William L. Smith, Jr., of the Taylor, Smith & Taylor Co., has returned from Wheeling, W. Va., where he spent the latter part of last week on business.

William Tickell, eastern salesman for the Edwin M. Knowles China Co., left the factory last week for a visit to his home in Baltimore before opening his line in the McAlpin Hotel, New York, this week. He had been at the factory since following the Christmas holiday.

The Lockett & Goodwin modeling shop in this city has been quite busy of late with the receipt of inquiries for

shapes for later delivery. It now looks as if a number of new shapes and special items will be modeled this year for presentation to the trade for late fall and 1923 delivery.

Among buyers in the local district during the last few days were Charles Stokes, with Frederick & Nelson, Seattle, Wash., who left here for a visit to the New York market. F. H. Obermeyer, of the Krenning & Westerman China Co., St. Louis, was also a visitor at the same time. The latter was in the market in January, and while he placed rather liberal specifications then, sought additional merchandise this month for immediate and future delivery.

Herbert Goodwin, formerly factory manager for the Salem China Co., Salem, O., and now with the Chelsea China Co., New Cumberland, W. Va., will become identified with the Limoges China Co., Sebring, O., March 1. He went to the New Cumberland plant last fall.

J. W. Irwin, secretary of the Edwin M. Knowles China Co., is spending a fortnight in the East on business. E. M. Knowles, head of the firm, and Mrs. Knowles are spending the balance of the winter season in California.

The Mt. Clemens Pottery Co., Mt. Clemens, Mich., has fired its first tunnel kiln with oil. A 65,000-gallon oil storage tank has been built near the plant. There was considerable saving in time in the firing of this first kiln, and the same burning system will be extended to the other kilns of this plant.

It is admitted here by those salesmen who had dinnerware lines at the Chicago exposition, that the trip was one worth while, so far as the receipt of new business is concerned. At one office it was said that "we got a lot of new business, and opened many new accounts and not one new account, so far as we have been able to learn ever bought through a jobbing interest."

A. V. Bleininger, head of the research department of the Homer Laughlin China Co., in addressing the Rotary Club here a few days ago spoke of the technical co-operation prevailing today between pottery manufacturers and the urgent need of a ceramic library as an addition to the East Liverpool Carnegie Library. A ceramic museum in East Liverpool was also suggested, not for the sake of art, but for displaying ware of commercial value gathered from all parts of the world.

(Continued on page 34)



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

ON account of the increase in the demand for its various lines, the Central Glass Works, Wheeling, W. Va., has placed its entire plant in operation. As a result, approximately 300 people are now being employed. For some months past, the shop has been working with reduced forces.

At the annual meeting of the stockholders of the Kaufmann Department Stores, Inc., of this city, held in New York, February 20, a proposition was voted upon relative to the decrease in the capital stock from \$9,300,000 to \$9,225,000.

Credit managers of local glass factories have been informed of the formation of a Variety Stores Association in Southern Idaho. M. H. King, of Burley, Idaho, is secretary-treasurer.

The novelty and art glass offerings of the Westmoreland Specialty Company, continue to be in very excellent demand. Since the opening of the new lines in January, the trade as a whole has become very well acquainted with the richness of the decorations, and this has resulted in a heavy volume of business being booked.

Announcement has been made that the business done by the J. D. Purcell Co., Lexington, Ky., during 1921 was the largest in the history of the firm. The company was represented here during the January Exposition, when orders for both glass and pottery were placed.

Demand for all of the new lines of the United States Glass Co., which were brought out in January continues quite active. Especially is this true of the new novelty lines. Samples of the latter are now being displayed in all resident sample rooms, and since their receipt salesmen have been doing a good business on the entire list. The new tableware lines are also in favorable request.

The quarterly meeting of the Glass Association will be held in March, it is said. Routine business only is to be considered at this time.

W. M. Clark will be chairman and E. Ward Tillotson will be secretary of the Glass Division during the annual meeting of the American Ceramic Society, which will convene in the Hotel Statler, St. Louis, Mo., the week of February 27-March 3, inclusive. The Glass Division will open its meeting Tuesday morning, February 28, at 9:30 o'clock, with an afternoon session that day and a morning session Wednesday. The following is the complete text of the program of papers and discussions for the three sessions:

The Passing of King Methane, by S. R. Scholes.

A Note on the Effect on Manganese in Glass of Melting at Reduced Pressure, by E. N. Bunting.

Operation of Leers, by C. E. Frazier—Discussion by L. H. Adams.

Regenerative Glass Furnace Operations, by G. E. Howard.

Operation of a Glass House Furnace, by L. P. Forman.

The Action of Various Glasses on Pots, by J. W. Wright.

Pot Arches, by C. E. Frazier.

Use of Producer Gas in Glass Melting Tanks, by Carl D. Smith.

A Small Glass Tank, by H. T. Bellamy.

The Handling, Storing and Setting of Glass Pots, by W. M. Clark and J. H. Forsyth.

Heating Up of Pots, by C. E. Fulton.

Physical Defects in Tank Blocks, by G. A. Loomis.

Fine or Coarse Ground Mixtures for Cheker Brick in Glass Furnaces—A discussion.

Glass Containers.

Report of Committee on Standards, A. A. Silverman, Chairman.

Lime for Glass Manufacturing.

Glass House Refractories.

Questions.

Water Cooling of Glass Tanks.

Best Type of Crowns to Be Used Over Glass Tanks; Keyed Arches, Suspension or Double Suspension.

Why Are Open Pots Used in Europe and Not in the United States?

Elimination of Streaks in White Opaque Glass.

Effect of Bath Composition and Melting Processes on Co-efficient of Expansion.

Possibilities of Having Records of Each Industrial Glass-Research Laboratory Systematically Examined with View to Abstracting Data of Value and Publishing the Same.

## A Tariff Test Case

While a single instance is by no means an index of the existing situation, a recent test case which involved the question of the tariff classification of ornamental glass dishes was recently decided against the importers. In this instance the Board of General Appraisers ruled that duty was correctly levied at the rate of 45 per cent *ad valorem* under paragraph 84, Tariff Act of 1913, as articles composed chiefly of glass, ornamented or decorated in any manner.

WHERE MASTER  
CRAFTSMEN  
DISPLAY NEW  
WARES FOR  
THE GIFTSHOP

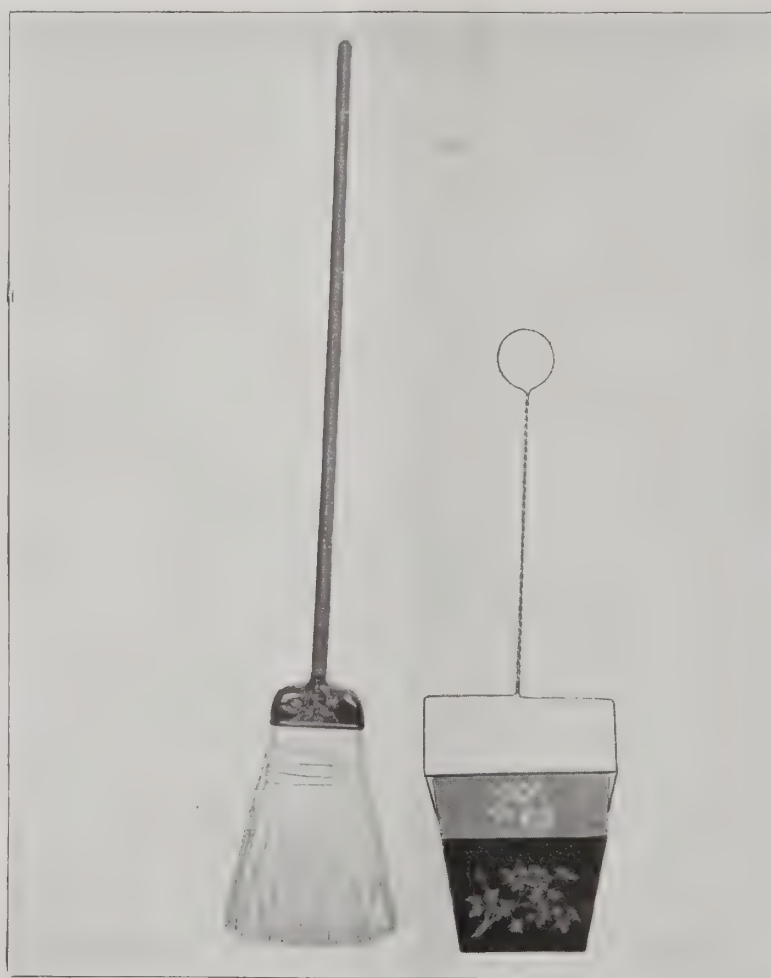
## FASCINATION LANE

By

BEATRICE MILLER WISNER

### Artistic Gifts for Culinary Department

IT is scarcely conceivable that there could be any beauty in so prosaic an article as a broom or dustpan, but the accompanying illustration shows how artistically has been embodied both utility and attractiveness in these two kitchen devices. The floral decoration of both articles brings them in the realm of gifts suitable for shower, birthday or wedding anniversaries. These two very desirable household gift utilities are manufactured by the Japana Specialty Co., Grand Haven, Mich. The dustpan when placed on the floor, opens ready for sweeping the dust into the pan, and when it is lifted, it automatically closes which shields the dust from any wind or draught that might scatter the particles about. The very cleverly constructed ring on the handle enables it to hang easily on the arm, giving the other hand and arm freedom for carrying or lifting other articles. The broom can easily be renewed by simply unscrewing the handle and placing a new broom in its place. It is well to make the culinary department as attractive as possible and in every way a habitable room in the household, and an artistic accessory is one step toward bringing a pleasing aspect in the workshop of the mistress of the kitchen. These useful gifts are unique innovations for Gift Shops, and can be purchased in plain colors, or decorated which makes them suitable gifts for coming Spring brides.



Unique Household Gifts From Japana Specialty Co., Grand Haven, Mich.

### "Victory" Canary Unrivalled Songster

One of the most amusing little toys which is delighting grown-ups as well as youngsters, is being shown at the Aywon Toy & Novelty Corp., sole Eastern Dis-

tributors, 494 Broadway, New York City. This realistic warbling canary is practically made of bright metal with a container for water and a rubber blow tube to attach. To make this canary a real songster, it is only necessary to fill the little container half full of water and by blowing through the attached tube a shrill whistling tone will be produced. Intermittent pressure of the tongue will give a true canary warbling song, and through the novel mechanical construction the bill will open and the tail move during its song. This wonderfully devised canary is sturdy and attractive and is much used in orchestral arrangements of certain compositions to portray bird tones, bringing forest and woodland scenes nearer to auditors. The little "Victory" canary is a worth while gift for kiddies who delight in the possession of such a life-like warbling songster. The above concern is showing a full line of assorted toys for Spring trade, which will prove interesting to Gift Shops seeking novelties in special attractions to form unusual or decorative displays.

### Unique Perfume Containers

There is a refreshing and lasting appeal in the novel little bottles containing choicest French perfumes for lovers of unusual imported gifts. These little perfume containers are imported by the Rochambeau Import & Export Co., 105 West 40th Street, attractively designed after gourds in plain and striped glass. Usefulness and economy is embodied in these delightful reminders of La Parisienne. It is extremely satisfactory when traveling to have just a delicate suspicion of this choice perfume, which can be released a drop at a time when the gourd is either inverted or shaken. These gourds are manufactured in several sizes. The smaller ones can be





THE exquisite beauty of Syracuse China immediately appeals to a woman when she enters your store. And the fact that it is not only lovely and graceful in design—but that it is a practical everyday china as well, soon determines her in favor of Syracuse.

There are patterns to please every taste—colorful patterns of dainty flowers; quaint conventional designs and others of charming simplicity. All are made unusually durable to resist breakage and the nicks, and cracks that so soon mar china that is not so well made.

Syracuse China enables you to *keep your customers*. For they will not only be delighted with it, but any breakage that occurs may be replaced through you. All patterns are kept open.

The pattern illustrated is the Somerset—a particularly popular design.

ONONDAGA POTTERY COMPANY  
Syracuse, New York      582 Washington St.  
Chicago, Ill.

SYRACUSE  
CHINA

had in clusters of one dozen or packed in satin-lined cofferts of one dozen with a different odor in each gourd. One naturally tires of the same perfume when used constantly, and with the various odors contained in the assemblage of these gourds, there is a diversity and novelty persuasive and compelling. These are just the very daintiest Bon Voyage messages, and can be conveniently tucked away in small valise or milady's overnight case. For the coming Spring Season, there is a most urgent need of some little token which bespeaks the advent of early blossoms and spring blooms. In these little gourds lingers the very essence of flowers from the native soil of France, bringing to America the very best from the fields of a country unexcelled in rarest perfumes.

Egypt's Glass Trade Decreases

Glass and glassware imports by Egypt for a ten-month period running from January to September, 1921, shows a decrease of approximately 50 per cent compared with the figures covering the same articles during a corresponding period of the year 1920. The comparative values, given in the Egyptian pound (\$4.94) is as follows:

Article	Jan.-Sept. 1920	Jan.-Sept. 1921
Table glassware .....	166,069	47,373
Total glass and glassware.....	586,837	257,788

HOPEWELL CHINA  
CORPORATION

Hopewell, Va.



Pattern No. 304

DINNERWARE  
OF  
DISTINCTION

Eastern Representatives:  
HERBERT & NEUWIRTH CO.  
Inc.  
25 West 23d Street  
New York City

Western Representatives:  
EARL W. NEWTON ASSOCIATES  
706 Heyworth Bldg.  
Chicago, Ill.

Factory Manager, A. J. STRIKOW

**GOLD ENCRUSTED  
AND  
HAND PAINTED  
CHINA  
and GLASSWARE**



4291-Jar. Dec. 40

**WHEELING DECORATING Co.**  
WHEELING, WEST VIRGINIA

REPRESENTATIVES:

R. E. W. Newton  
706 Heyworth Bldg.  
Chicago, Ill.

U. S. Crockery &  
Glass Exchange  
922 Chestnut St.  
Philadelphia, Pa.

I. Silverberg  
2 E. Twenty-third St.  
New York, N. Y.

F. A. Wallenhorst  
& Co.  
21 N. Liberty St.  
Baltimore, Md.

Bartlett & Straight  
Los Angeles, Cal.

**MAYER  
CHINA**  
VITRIFIED HOTEL WARE  
ROUND EDGE THICK  
PLAIN WHITE DECORATED  
FOR  
HOTELS HOSPITALS  
CLUBS CAFETERIAS  
RAILROADS-STEAMSHIPS  
RESTAURANTS  
**THE MAYER CHINA CO.**  
BEAVER FALLS, PA.

# Henry Witte

*Announces*

**HIS REMOVAL**

*to*

**24 West 23rd Street**

(3rd Floor)

**NEW YORK**

*And cordially invites  
inspection of many inter-  
esting items comprising  
his new lines for 1922*

# H. A. DIEHL

Moved to 24 West 23rd Street  
New York City

*Everything New*

Larger Quarters

Larger Lines

Lower Prices

Everything in Cut and Decorated  
Glassware from Punch Bowls to  
Individual Salts. Many Specials



# BOSTON NEWS NOTES

BOSTON OFFICE  
417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

WELL known in New England as agent for the Federal Glass Co. and the H. R. Wyllie china, A. E. Haskell has just moved his office from 19 Pearl street to more commodious quarters at 85 Pearl street. The new office is on the second floor, easily reached from the street and only a short distance from his former place of business.

Plans have been drawn for a new six-story building, the first two floors of which will be occupied by F. L. Joslyn & Co., of Malden, one of the largest suburban department stores in New England.

Pill Brothers, Inc., Cambridge, have purchased "Kincaide's Annex," centrally located in Quincy, which will be the sixth acquisition in their chain of stores. They will operate with a full line of crockery, china, glassware and house furnishings.

Announcement of another change was made this week when the Whitney Stores Co., Quincy, acquired the lease of a store in Middleboro, Mass., which they will open soon with a line of crockery, glass, china and house furnishings.

The regular February sale of Jordan-Marsh Co. was in full swing last week. Instead of spending money in elaborate decorations, many unusual bargains in their various departments, which included crockery, glassware and silverware, were featured. By artistically combining regular stocks many attractive displays were obtained and American and French china received much favorable comment.

Steak and fish plates in Pyrex platters and frames are shown to good advantage in a display being made by James H. Turner, who is agent for the Forman & Lerner line, at 41 Pearl street. He is also showing a line of casserole frames made by the Novelty Manufacturing Co., Waterbury, both in nickel and silver. Another line which is being well received by the novelty trade is the Victory Canary Songster, a brass whistle which has been made to warble like the little yellow bird by means of a rubber pipe and reservoir of water.

The Jones, McDuffie & Stratton Corp. have decided to separate their wholesale and retail departments and are rearranging their store at 33 Franklin street so the retail department will occupy the three lower floors, while the wholesale department, including the hotel ware, will be found on the fourth and part of the fifth floors. Several

changes are in process, including the redecoration of the entrance floor and an artistic treatment of the gallery or mezzanine floor. The retail department will be under the charge of Harry H. Lewis, formerly of the Pittsburgh Lamp & Brass Company, who is to be buyer and manager. J. Jos. Snyder will preside over the wholesale department as sales manager, with William H. Childs as glass buyer and C. Otto Nelson in charge of the crockery buying.

Wilder B. Neal, Rochester, N. H., retired, who is well known in the crockery trade, dropped in to visit a number of his friends in Boston while on a visit to his son, Major Neal, U. S. A., retired, at his home in Roxbury. Mr. Neal says he is going to live as long as his father, who is hale and hearty at ninety-seven, and from all appearances there is no reason why he shouldn't.

Donald B. Francis, eldest son of Charles Francis, one of the founders of Chase & Francis, manufacturers' agents at 122 Pearl street twenty-seven years ago, has just joined the Chase & Francis force and will travel in New England. Mr. Francis is meeting many of his father's closest friends who were associated with him in business for more than twenty-five years. Young Francis served in France for eighteen months with the 55th artillery and was in most of the major operations of the American forces.

J. P. Schellhaus, president of the Maryland Glass Co., who was in town for a day last week, missed a "seeing Boston" trip, which H. R. Wheeler had planned for him, on account of the weather. Snow a foot deep, followed by a 12 below freeze, took all the attraction out of a personally conducted tour about town. On the way to Young's Hotel for dinner, however, he did see the famous Old South Church.

The Emery Artificial Fruit Co., Inwood, L. I., have added to their line of wax fruit a variety of apples which so cleverly and artistically reproduces the best of Nature's product that to see is to create a desire to taste it. It is being shown by H. R. Wheeler, 161 Summer street, who is the company's New England representative, together with several other fruits with natural stems which appear to possess all the bloom of the natural varieties.

William R. Claflin has received several new effects in light cuttings made by the Cyril A. Lowe Co., Brooklyn, made in a complete line of tableware in the new shapes. The floral cuttings seem to be popular, partly because of their beauty and partly because of an attractive price at which they are being offered.

# Chicago's First Show Scores a Hit

Initial Exhibit Proves a Stimulus to Glass, Pottery and Housefurnishing Trade in Mid-West and Show Attracts Big Attendance of Optimistic Buyers

CHICAGO'S First Annual Exhibit of Glass, Pottery, Lamps and Housefurnishings came to a successful termination on Saturday of last week. Before the close of the show, exhibitors expressed a general feeling of satisfaction with the occasion, calling it in many particulars, the most complete and the best managed exhibition they had ever participated in. From a business standpoint, the actual orders booked varied according to lines, prices and quality. It was not unusual for an exhibitor to state that the actual business done during the show was far in excess of what he anticipated, while on the other hand there were exhibitors who felt the actual business was disappointing. This situation will, of course, prevail whenever such an extensive number of lines are shown under one roof. However, the general feeling was very optimistic and the event was well worth while for the manufacturers represented.

It is estimated that not less than 1,500 buyers visited the Chicago show during the past two weeks, although the actual registrations were only in the neighborhood of 1200 buyers. Considering that this is the first attempt to hold an exhibit of this character in Chicago, the attendance was very gratifying.

Naturally the exhibitors, who have been accustomed to showing their lines at the January exhibit in Pittsburgh, were inclined to make a comparison between the two shows. It was an obvious fact, and something generally expected, that the buyers who did attend the Chicago show would be the retailers rather than the wholesalers, and consequently their orders were of "retail" rather than jobbing size. On this score the factories catering to the jobbing trade drew their comparison of the two events.

Statements were made by satisfied as well as dissatisfied exhibitors on the future possibilities of a Chicago exhibit. They agreed, almost to a man, that the event would be repeated next year, but some believed a change in the date advisable.

Contrary to the idea entertained by many before the exhibit opened, that only the buyers in the middle west would attend a Chicago Show, the list of registrations demonstrates the fact that buyers were attracted to Chicago from all parts of the United States and Canada. It was certainly creditable that the first big meeting in Chicago was so well handled by the Chicago Association as well as the management of the hotel. On this score the exhibitors had nothing but praise for all connected with the details of the affair.

In many ways, Chicago has taken a decided step forward. The Chicago market, as a permanent market has received great stimulus as a result of the show, and a record has been established in the number of exhibit rooms which may never be equalled at any similar event.

Chicago men call the exhibit which just closed one of the most successful merchandising affairs ever held in this city and the Chicago Association will call a meeting soon to make the Chicago Exhibit a permanent institution, with the hopes of developing it into a world display.

## Exhibit Notes

"Buyers: Slip your orders under the door. Back at one o'clock," was the sign on "Mike" Garrity's door when he went lunching.

Word passed through the halls quickly when someone discovered that a well-known glass factory was inviting buyers to put some of their glasses to an actual test, with a keg of real old fashioned beer instead of Pure Lake Michigan. Free lunch was also shown in this exhibit.

"Don't park here" glass traffic signs for the desk were given as souvenirs by the U. S. Glass Co.

E. M. Meder was so run down from his work on Saturday and Sunday previous to the opening of the show, when he was arranging his displays, that he was taken ill on the opening day and was forced to be away from the exhibit.

Harry Dalzell, manager of the local office of the Fostoria Glass Co., was so anxious to be active at the exhibit that he got up from a sick bed in order to be at the show for the closing week.

If prizes were to be given for the most attractive displays at the Chicago exhibit, from a merchandise, decorative and arrangement points of view, the first prize would go to the Fostoria Glass Co. Mirrors, black and white hanging decorations and black velvet made this display attractive. The Art Lamp Manufacturing Co. would take second prize, displaying their merchandise artistically on mahogany davenport and end tables and not overcrowding the display. Charles F. Koempel's room would certainly take one of the prizes, for this display, including gold encrusted ware and lustre ware, were set off to great advantage by carefully draped gold and velvet hangings and coverings for tables.

Once a customer recognizes that he does not have to haggle with you to get fair prices—that you will do the work right anyway, and be satisfied with a ten per cent. margin, it is very difficult for anyone to take him away from you.

A business, like the plants in the field, begins to go to seed as soon as it stops growing.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

CHICAGO has been a busy market, from a wholesale standpoint, during the past week. The Chicago Exhibit of Glass, Pottery, Lamps and Housefurnishings has been the center of attraction, but in addition to this big drawing card, The Manufacturers and Importers Association of America was holding its 20th Semi-Annual Merchandise Exhibit at the Palmer House, and the Hardware Show was under way at the Sherman Hotel. All of these attractions brought many buyers to the city. The buyers who were in town varied in the size of the houses they represented, from the smallest retail shops to the largest department stores and mail order houses of the country. There was a world of orders placed in Chicago, all told, last week for china, glass and housefurnishings.

Retailers, too, have had a busy week, with their semi-annual furniture sales and general clearance sales. Retailers have completed stock-taking and know just where they stand with respect to stocks, and they are reflecting the condition of their shelves in their newspaper advertising. Dinnerware is not being offered to any great extent or at substantial reductions, indicating that the stocks of this class of merchandise are none too extensive. On the other hand, lamps are coming in for some big reductions, especially among the larger furniture houses, indicating either large stocks on hand or reductions in the replacement value.

The Piggly Wiggly Variety Co. has been chartered and will, if it meets with the success the grocery stores of this organization have enjoyed, will open a large and profitable field for the crockery and glass manufacturers of the country. The first of these Variety Stores is now operating in Memphis and another will soon open in Nashville.

The Standard Furniture Co. has been dissolved.

The Luminaire Studios, 235 West Jackson Blvd., Chicago, was incorporated last week for \$2,500. The firm will deal in and manufacture lighting equipment. Those interested in the company are A. L. Haines, P. M. Hotchkin and A. D. Curtis.

The Peoples Furniture Co., operating a chain of furniture stores in Chicago, has increased its capital stock from \$30,000 to \$100,000, by application to the Secretary of the State of Illinois.

The H. & S. China Co., 1734 West Madison Street, Chicago, was incorporated last week for \$15,000. The

new company will manufacture and deal in hotel, restaurant and soda fountain supplies, especially china and glassware. The incorporators are S. Silverman, Fred M. Herzon and A. Stabinger.

The New Era Manufacturing Co. has been organized in Chicago to do a general manufacturing and wholesaling business in glass, silver, gold and plated ware. The capital of the company is \$10,000. Those interested in the company are H. M. Rodenkirch, Ben F. Goldstein and S. K. Jackson.

Warren H. Dunn, who was in Chicago for the February Exhibit, announced that he has organized the Tri-State Distributing Co., with headquarters at Cleveland, O., 11723 Detroit Ave., to do a factory representation business handling glass, pottery and housefurnishings. Mr. Dunn has leased five sample rooms in Cleveland and will have six travelling men covering the states of Ohio, Indiana and Western Pennsylvania.

James Shannon, of the Pilden Thurber Co., of Providence, R. I., housefurnishings buyer, visited the Chicago office of the CROCKERY AND GLASS JOURNAL when in the city recently.

Members of the local trade were sorry to learn of the death of Mr. George Blake of the Buckeye Aluminum Co., of Wooster, O. He died at his Ohio home on February 6, the day he had planned to be in Chicago for the opening of the Exhibit.

L. P. Mack, Transportation Building, Chicago, is selling some mighty attractive \$1 sale numbers in aluminum ware. Mr. Mack makes a specialty of good trade aluminum for special sale purposes.

The wholesale house of Marshall Field & Co., while not taking part in the Chicago Exhibit held at the Morrison for two weeks past, embraced the opportunity to announce a special show of their own importations and manufacture in their wholesale house during the Chicago Show. A large part of their wholesale house was devoted to displaying glass, pottery, lamps and housefurnishings.

The Mid-West Glass Products Corporation, 122 S. Michigan Ave., manufacturers and dealers in glass products, were admitted to membership in the Chicago Association of Commerce last week.

Steinbeck Studios, manufacturers and dealers in gift merchandise, located at 12th and Michigan Ave., have re-

*(Continued on page 34)*

The Crystal Room at the Morrison Hotel  
*of the*  
**Fostoria Glass Co.**



*One of the rooms occupied by the Fostoria Glass Co.*

WE wish to thank the buyers of the country for the many courtesies and orders given us during the early months of this year.

Permanent Chicago Display Rooms ∴ 806-7-8 Masonic Temple

HARRY G. DALZELL

WM. DALRYMPLE

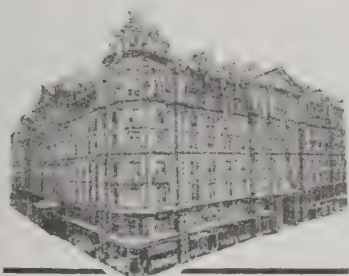
CHAS. K. PRICE



# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## Visit the PALMER HOUSE



### And See These Lines

#### Crooksville China Co., Room 591

Makers of Dinnerware  
Represented in the Midwest and  
West by J. E. Boring  
Telephone Central 5271

#### W. T. Darden & Co., Room 25

Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

#### Darden & Cox, Room 47

Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

#### Guernseyware, Room 562 COOKING UTENSILS

Vitrified Porcelain, Plain and Decorated  
ROLLED EDGE HOTELWARE  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

#### J. C. Jonas, Room 464

The Sebring China Co.  
The Penn Aluminum Co.  
Rainbow Import & Export Co.  
The Atlantic Cut Glass Co.  
The Toy Kraft Co.

#### Potters Co-operative Co., Room 43

Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.  
Chicago Display

E. M. MEDER  
17 North Wabash Avenue  
Chicago

*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

KELLY & REASNER  
17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

#### IRVIN-SMITH CO., INC.

*Manufacturers  
Importers  
Exporters*

#### GERMAN DOLLS, TOYS AND NOVELTIES

*for immediate delivery*  
Japanese Incense Burners and  
Incense

Manufacturers of  
The Famous Cootie Game  
*Visit our sample rooms*  
17 N. WABASH AVE.

#### TAIYO TRADING CO., Inc.

Successor to Takito, Ogawa & Co. and  
The Tajimi Company  
327 West Madison Street  
Importers of Japanese Chinaware, Lamps  
Art Goods and Novelties  
New York Display Room: 101 Fifth Ave.



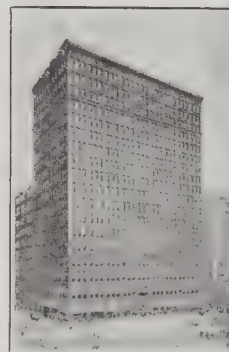
#### J. B. FINN

222 N. State St.

Zanesville Stoneware Co.  
National Pottery Co.  
Uhl Pottery Co.  
E. J. Knapp Candle Co.  
Columbia Wax Works.

## HEYWORTH BUILDING

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

#### Earl W. Newton and Associates

*Topliner Glass and China Manufacturers*

Fry Oven Glass  
Imperial Glass Company  
Economy Tumbler Company  
The Marion Glass Manufacturing Co.  
Wheeling Decorating Company  
The Earl W. Newton Company  
Hopewell China Corp.

#### Walter S. Redfield, Room 309

*Representing:*

A. H. Heisey & Co., "Diamond H"  
Glassware. Pressed and Blown Table  
Ware, plain and decorated.  
S. A. Weller, Jardinieres, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

#### John S. Ward, Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shades

#### FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware,  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent.

Harry G. Dalzell  
Phone  
Central 3497.



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READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

W. C. OWEN

Gift Merchandise

Artwares Pottery  
Novelties Glassware  
Book Ends Baskets  
Parchment Shades and Lamps  
17 N. WABASH AVE.

*Ira A. Jones Co.*  
17 North Wabash Avenue  
Chicago

REPRESENTING

Pope-Gosser China Co.

Seneca Glass Co.

Susquehanna Cut Glass Co.

Luzerne Cut Glass Co.

and

five well known lamp manufacturers

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

THE UNITED STATES  
GLASS CO.

Room 409, 30 E. Randolph Street  
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

The J. H. STOUFFER CO.  
Importers and Exclusive Decorators  
FINE CHINA

Studio and Display Rooms at  
2619 Prairie Ave.  
CHICAGO

THE ALBRIGHT CHINA CO.

Plants: Carrollton and Scio, Ohio

Main Sales Office, 17 N. Wabash.

Room 201. Phone Dearborn 2213.

I. E. Minks, Secty. and Sales Mgr., in charge

China—Glass—Aluminum—Enameled Ware

CHRIS. H. UEBERROTH & SON

Representing

The Saxon China Co.  
The Cambridge Glass Co.  
Leyse Aluminum Co.  
Strong Enamel Co.

60 E. Lake Street Ph. State 7285

WALTER B. ANDREWS

30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405

Representing

MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

THE LIMOGES CHINA COMPANY

Represented in Chicago by

JOHN G. EDMUNDS

1319 Michigan Ave.

HUNDREDS OF NEW ITEMS

in cut glass, ivory ware, silver ware, boudoir lamps and novelties that sell—will be found in our 1922 catalogue—write for your copy today.

GERMANOS IMPORT & EXPORT CO.  
Transportation Building



Ernest Wolf, Inc.

917-919 W. Madison St.

Write for our 1922 Catalogue Just from the press.

Glassworks at—

Forest Park, Ill., Franklin and Harlem Streets.  
Oak Park, Ill., 1121 Lake Street.

T. J. KELSEY

Representing

WEST BEND ALUMINUM CO.

West Bend, Wisc.

Display Room 211

17 N. Wabash Ave.

Chicago

LEWIS H. SIMPSON & CO.

17 N. Wabash Ave.

Representing

Athens Glass Co., Fenton Art Glass Co.,  
Huntington Tumbler Co., New Martinsville Glass Mfg. Co., H. R. Wyllie China Co.

HELM & SOUKUP

Representing Manufacturers of:  
TABLE AND ILLUMINATING  
GLASSWARE

Import and Domestic

Display Rooms

17 NORTH WABASH AVE.

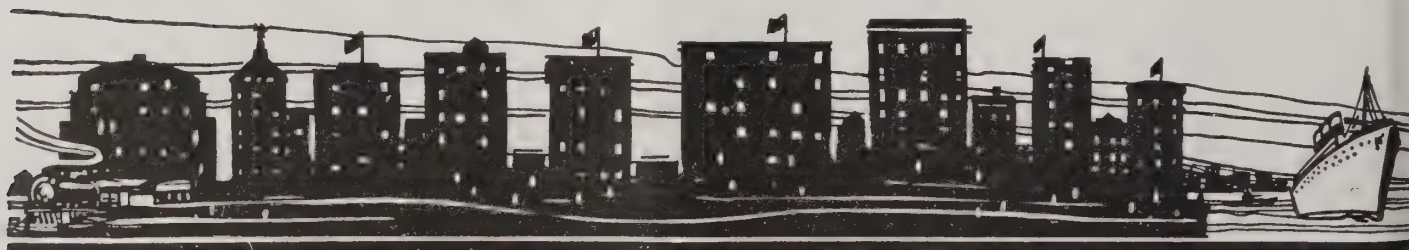
## STETSON CHINA CO.

1535-1537 South State Street

Phone Calumet 0876

Take State Street Car Direct to Our Door

We Are Prepared to Make Immediate Shipments





# CHICAGO

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BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at

**DUNDEE, ILLINOIS**

(Convenient suburban service from Chicago)

**HISPANO-MORESQUE**  
**LUSTRES & METALLIC GLAZES**  
Vases, Bowls, Lamps, Comports,  
Candlesticks  
**THE N. O. CEDARBORG & CO.,**  
Glen Ellyn, Ill.

**PILKINGTON MFG. CO.**

China Colors and Glaze  
Mixed for use

3223 W. Lake Street  
Chicago

**LIN-O-LITE SHADES**

An innovation, hand painted Linen, Silk  
Lined and Silk Braid Trimmed. Durable  
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*Hand Painted China in all its lines.*

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We sell to and decorate for Department  
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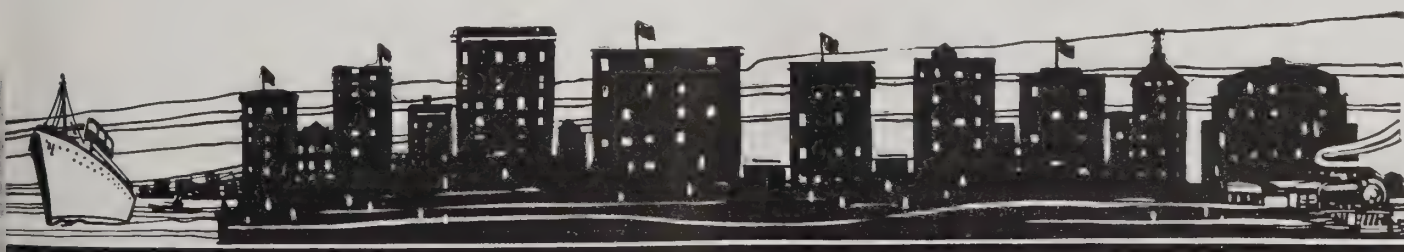
Finest encrusted gold china work. Special  
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Original designs in floral decorations.

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*Your "sales message" in this space  
will bring new business.*

*This "card" can be made to yield  
big dividends. Phone Wabash 860 for  
rates.*



## SPECIAL NOTICES

**WE CAN USE** a first class roadman. We would like to secure one who has had experience in selling china, crockery and glassware, but will consider the application of a man who is not experienced in this line, but who is a salesman. Give full particulars in confidence; experience, age, territory covered and compensation expected. Jones, McDuffee & Stratton Corp'n., Boston, Mass.

**SALESMAN WANTED** to carry a side line of light ware cut glass on commission basis, to cover states of Vermont, New Hampshire and Maine. Must be acquainted with the territory and references required. Factory well known throughout the territory. Address all communications to Mr. John Didio, 198 Grant Street, Buffalo, N. Y.

**SALESMAN WANTED** to carry a side line of light ware cut glass on commission basis, to cover states of Massachusetts, Connecticut and Rhode Island. Must be acquainted with the territory and references required. Factory well known throughout the territory. Address all communications to Mr. John Didio, 198 Grant Street, Buffalo, N. Y.

**ASSISTANT BUYER**—Young man of exceptional experience in china, glassware and house furnishings, is open for engagement with a first class house that will appreciate unusual qualifications and conscientious fulfillment of duties. Box 155, care CROCKERY & GLASS JOURNAL.

**A WELL** established New York Firm specializing in Hotel China, glass, silver and kitchen equipment requires a man that is thoroughly versed in this class of merchandise. A very good chance for a live wire as salesman. Box 156, care CROCKERY & GLASS JOURNAL.

## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.  
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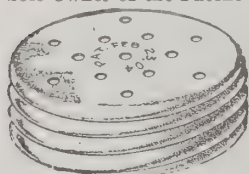
Celluloid Cap &amp; Metal Ring Co., Inc.

NEPERA PARK, N. Y.

Celluloid "Salt and Pepper" Caps

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples



## The Chicago Market

(Continued from page 29)

cently offered the trade some new and decidedly different items in decorated baskets with fruit or floral decorations.

W. T. Darden, head of W. T. Darden & Co., has become associated with the selling organization of the Albright China Co. The main sales office of the Albright China Co. will move from the Shops Building to the Palmer House, Room 25, the former offices of W. T. Darden & Co.

## What the Potteries Are Doing

(Continued from page 22)

Hugh Nevin, correspondent for the Knowles, Taylor & Knowles Co., was summoned to Rochester, N. Y., last week on account of the death of his brother.

In a general way, operation of all dinnerware plants in the East Liverpool and surrounding district appear to be on practically normal schedules. Here and there the output may touch the 80-per cent. mark, but in most all instances managers are firing off their maximum number of kilns every two weeks or "per pay."

## Could Have Been Worse

I was talking not long ago to a friend whose business had been hit rather hard during the recent depression. I knew things hadn't been going very well with him and I asked him if he had really been hit hard.

"Well, no," was his answer. "I can't say that I was hit hard if you mean by that have I been knocked out.

"I'm like the countryman in New York who was knocked down. A stranger picked him up and asked, 'Are you hurt, my friend?'

"'Well,' answered the farmer, 'it ain't done me no good.'"—Tom Dreier, in *Forbes Magazine* (N. Y.).

## "ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERES, ETC.

in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.

South Zanesville, Ohio



ESTABLISHED IN 1874

PHONE BARCLAY 5092

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

Published Every Thursday

By

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Needham, Mass.

*East Liverpool*  
and  
*Pittsburgh*

M. K. ZIMMERMAN  
215 West 6th St.  
East Liverpool

VOL. 94

MARCH 2, 1922

No. 9

## AS THE EDITOR SEES IT

### YOU CAN'T SELL WHAT YOU HAVEN'T GOT

GOODS must be displayed to sell. A merchant should not wait for his customers to start a demand for anything. He should be the leader and go ahead and stock everything which his judgment tells him is salable in his line. In other words, a progressive merchant must use his knowledge and experience to anticipate the wants and desires of the public.

MERCHANDISE does not sell very well in the stock room and this upon reflection is not so obvious as it sounds. Here is an illustration that strikes me as worth a little consideration. It reveals a situation that is almost constantly bobbing up pretty regularly in the crockery, glass and house furnishing trade as in all merchandising lines.

FROM a fair sized city in Ohio a retailer not so very long ago placed a couple of orders. They were big orders for him but he is a good merchant, knows his line and thought he could sense the wants of his customers. But after his wholesalers had booked the orders the retailer changed his mind. He thought perhaps he had made a mistake to stock up with these higher priced goods. So he wrote a cancellation of the orders.

BUT one wholesaler had already boxed the retailer's order and had marked the cases for quick shipment when the cancellation came. So he wrote to the retailer and told him that while he did not want to force any merchandise upon him, he was pretty confident that the retailer would find the goods just what his trade wanted, and if he displayed them he was sure they would move.

THIS encouraged the retailer, who took the goods and put them on display and about a week later the wholesaler received a wire re-ordering several of the pieces included in the original purchase. The retailer's first opinion was correct but it required the wholesaler in this case to back it up.

ALL of which goes to show that every retailer must have the goods on display to sell them. A merchant is more than an order taker but he cannot sell what he hasn't got and while he cannot carry everything that has merit, it is every merchant's job to figure out the potential buying power of his local market. This is not so difficult as it sounds, for the inquiries of customers will show the alert merchant which way the trade winds are blowing and indicate what to feature.

# Real Values in Ad Makes a Strong Appeal to Public

The Store's Printed Message Goes Over the Top if it First Attracts the Eye and then Backs it Up with the Convincing Logic of Good Value for the Money—Here is a Good Example, with a Few Suggestions on Ads that Pull

By P. REMINGTON

IN considering the question of advertising, one must not lose sight of the fact that selling goods by display is to a large per cent psychological; that is, people buy not only to satisfy a definite want, but purchase because the display created a desire for the goods. This is as true in window display advertising as it is in newspaper and other attractive forms of publicity. Everyone is interested in good times, and the buying public is as much interested in buying as the merchants are in selling. The only difference is the angle of interest. Advertising today as a business builder needs no defense, but neither should it be blamed if it fails to bring as much business one day as another.

Retail advertising cannot but be regarded as essential, but times like the present, when the whole world is struggling through a severe business depression there is naturally a good deal of disappointment at the spotty and somewhat spasmodic buying of the public. In trying to overcome this, many have tried to find a new angle of appeal, but have failed. And one of the reasons they have failed is that, broadly speaking, the present is a seller's rather than a buyer's market. And in striving to discover newer methods a very great many have overlooked the old and time tested sale boosters.

## VALUES ARE TRADE BRINGERS

Good values for the money are practical appeals that all can understand. A good many stores whose sales average up the highest the year around are making this appeal in a clean-cut manner and are getting a fair if not all the returns they expected. The public is reading ads today with more interest but with more care than formerly. Business is a good deal better than it was a couple of months ago, and as the Spring season is about to begin with the customary seasonal increase in the need

for household goods, the store that keeps on telling the public what it has to offer in the way of new and standard merchandise is certain to show good sales.

When you send out a good ad, the public reads a direct message from the store about its merchandise. Sometimes the response of the public are slow and sometimes buying is not as generous as the store expects. There are discouraging days following generous advertising, and while advertising, like everything else, now and then falls short of expectations, the average is good over a reasonable period. Just now and for some time past people are reading ads with care, and their purchases are made with discrimination. This is a good sign, and merchants should not complain, for to have their ad well read is worth money to the retailers.

## WHAT KIND OF ADS PULL?

There is no such thing as a model ad, which stores in widely different sections can use to fullest advantage. Each individual store can best decide what kind of advertisements will bring the most business in any locality at any particular time. However, the basic principles of advertisements are pretty much the same and, generally speaking, the ad which stresses the greatest number of attractive values brings in the most busi-

ness. But this does not necessarily mean using the biggest space or including the greatest number of items in the ad. It means the featuring of the greatest number of items which are likely to be found most attractive to the public at the time the ad is written. Goods are bought for two reasons: to fill a definite want and then to gratify a desire, and for this reason people like to read an advertisement which gives a fair list of articles to pick from. Thus every merchant should keep the public constantly informed of the wares he has to offer at intervals.

## LET US FEATURE YOUR BEST AD

**A**LMOST every week some merchant puts out an advertisement or puts over a sales idea which brings better results than were expected on whatever was featured, whether one line or a single item. Other merchants would be interested in these advertisements and sales stunts and the reason why they pulled. It will help the retail situation generally, and every one in our trade, in particular, if these business building plans and suggestions are given a little publicity. Our pages are dedicated to the trade's service, so why not use our columns as a clearing house. We will be glad to have you and will feature one or two samples of this advertising if they are sent in with sufficient explanation to enable us to make a good story of them. Just tell us why the particular plan proved more successful than any other from a business getting standpoint and we will do the rest.



## Bohemian Art in Glass

I call this a good ad because it stresses quality and prices and meets the public a little more than half way. A good many stores are running ads similar to this, and there can be no question but that this sort of appeal will pay. This particular advertisement was scaled to occupy three-quarters of a newspaper page but it was selected, not because of its size, but because it created a good merchandising effect. Less space could be used by listing a lesser number of items. When advertisements are used for direct returns it is usually desirable to select a comparatively few items rather than try to pack the ad with many, especially when a comparatively small space is used. This presents the advertised wares in an attractive manner and consequently it will be read with more interest.

The name Bohemia has always been one to stir the imagination, conveying at once to the mind the artistic, but within the past few years Bohemian art has taken on a much deeper meaning than it formerly bore to American minds, says William F. Dougherty, Secretary of the Czecho-Slovakia Commercial Corporation.

The Bohemians are the most artistic of the peoples who make up the population of the new republic of Czechoslovakia. Their art is one distinctly their own and is expressed along unique and extremely attractive lines.

In the cut-glass field, for instance, they are without peers anywhere. Bohemian glass work has an international reputation. The Bohemians work glass into the most exquisite shapes and forms. They make strikingly beautiful lamp shades of cut-glass crystals. Their cut-glass chandeliers and hand-painted lamp globes are masterpieces of beauty.

This perfection in the working of glass is the product of generations of experience handed down from a long line of glass artisans, and today the glass cutters, all of whom do all their work by hand, are the most finished craftsmen in their line, turning out the most splendid glass work known.

The Bohemians are also high among the world's leaders in the manufacture of toys. In

fact, the majority of the foreign-made toys which are found in the shops of the United States are of Bohemian manufacture.

The importation of Bohemian art products has increased heavily during the past year or two, so that today they are a distinctive factor in lines of artistic manufacture in the United States. The demand for Bohemian goods has grown tremendously and continues to grow without cessation. Our imports have increased rapidly, and we are confident that 1922 will be our banner year.

[illegible]

**INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE**

## CAUGHT IN THE NEWS NET

**T**HE NAGOYA SEITOSHO, LTD., 200 Fifth Avenue, a branch of The Nagoya Seitoshu, Ltd., extensive manufacturers of china, Nagoya, Japan, have had the pleasure this past week of entertaining their president, Morimatsu Ito, and director, Seiji Okaya, who are now completing a tour of the world. Mr. Ito, who is also vice-president of The Nagoya Chamber of Commerce, and owner of two large department stores in Japan, one of which is at Tokyo and the other at Nagoya, has now arranged that The Nagoya Seitoshu, Ltd., New York branch office will hereafter act in the capacity of buying agents for American merchandise for these department stores.

S. Sorensen, buyer for the Poole D. G. Co., of Springfield, Mass., who will be in town all this week, calling on the local dealers, reports business in his departments as excellent. He is staying at the Woodstock while in the city.

The Ideal Restaurant Supply Co., formerly at 294-6 Bowery, are now located in their fine new four-story building at 146 West 18th Street, where they have greatly enlarged space and improved facilities from every standpoint, for handling their constantly growing business. The firm handles a complete line of china, glassware, silverware, restaurant furniture, kitchen equipment and paper goods. B. Silverfine is the head of the concern.

C. D. Lauer, head of the Sterling Cut Glass Co., Cincinnati, O., was a visitor in New York the latter part of last week to take up special matters with the concern's local representative, the Horace C. Gray Co.

Mr. Byerly, buyer of china, glassware, housefurnishings and toys for the J. D. O'Neill Co., McKeesport, Pa., is stopping at the Pennsylvania this week, while here placing orders for his firm.

Victor G. Wicke, head of the Imperial Glass Co., Bell-air, O., is spending this week in New York to visit his brother, Bernhard Wicke, sales manager for Cox & Company, who is ill at his home in Brooklyn, as well as to consult with the Cox concern, who are New York agents for the Imperial line.

Bernhard Wicke, who has been quite seriously ill at his home in Richmond Hill, L. I., for the past two weeks with erysipelas, is showing gradual improvement in his condition and it is expected that he will be able to return

to business within a short time. This will be gratifying news to his wide circle of friends in the trade.

James Shannon, buyer of the crockery department of Tilden, Thurber Co., Providence, R. I., was in the city during the week on a business trip and visited friends and acquaintances in the trade.

Hugo Fussner, buyer for the wholesale and retail departments of the Alms & Doepke Company, Cincinnati, sailed last week for Europe on the Aquitania. He will study the foreign markets at first hand, and will also buy art goods, dolls, toys, notions, chinaware, housefurnishings, leather goods, stationery, hosiery and novelties in England, France, Belgium, Germany and Austria.

John J. Miller, head of Maddock & Miller, Inc., left last Saturday for Camden, S. C., where he will put in two or three weeks, golfing.

Louis A. Crampon, formerly with J. H. Petersen's Sons Co., Davenport, Iowa, is making his initial trip to the New York market this week as buyer for the Harris-Emery Co., Des Moines, Iowa, taking the place of J. J. Jacklin, who resigned recently to go in business for himself. Mr. Crampon was accompanied on his arrival by Richard Phee, his former assistant with the Petersen concern, who has been made head buyer for the store. They are registered at the Prince George.

### Geo. B. Jones and Alfred G. Moment to Desert Downtown District

Leases were signed this week by Geo. B. Jones, American representative for Johnson Bros., Hanley and Tunstall, Staffordshire, England, at present located at 46 West Broadway, where he has occupied quarters for a number of years and Alfred G. Moment, representative in this country for La Porcelain Limousine, Limoges, France, who has had his salesroom at 25 West Broadway for several years past, to take space in the Maddock & Miller, Inc.-Herman C. Kupper Building, 39 West 23rd Street. Mr. Jones will occupy space on the fifth floor, taking the entire frontage on 23rd Street, while Mr. Moment will have very advantageous quarters on the same floor, in the center of the building, giving him over twice the space he now occupies. Both Messrs. Jones and Moment will remove about May 1st.



**Buyers in New York**

FEBRUARY 22, 1922.

G. R. Raikes, toys, L. B. Steele Co., Buffalo, N. Y., McAlpin.  
 L. Loewenherz, china and glassware, Loewenherz Bros., Columbus, Ga., 16 Irving Place.  
 R. A. Conliff, china, glassware and house furnishings, W. J. Pettée & Co., Oklahoma City, Okla., Pennsylvania.  
 O. F. Uhl, dolls, Furstenwerth-Uhl Co. (Jobbers) St. Louis, Mo., Pennsylvania.

FEBRUARY 23, 1922.

H. J. Adler, house furnishings, Newcomb-Endicott Co., Detroit, Mich., 200 Fifth Avenue, Room 1150.  
 J. A. McKelvey, house furnishings, F. N. Arbaugh Co., Inc., Lansing, Mich., Pennsylvania.  
 H. A. Davis, toys, W. J. Pettée & Co., Oklahoma City, Okla., Pennsylvania.  
 L. Yucht, house furnishings, Fairsex Costume Co., Port Chester, N. Y., Cecil.  
 G. E. Bacon, house furnishings, F. E. Bacon Co., Rome, N. Y., Latham.  
 H. M. Troupe, house furnishings and toys, Clarke Bros., Scranton, Pa., Martinique.  
 H. J. Adler, lamps, Newcombe-Endicott Co., Detroit, Mich., 200 Fifth Avenue.  
 A. Watling, china and glassware, Callender, McAuslin & Troup Co., Providence, R. I., 240 Madison Avenue, care Syndicate Trading Co.

FEBRUARY 24, 1922.

S. J. Brooks, mdse, manager, toys, Tepper Brothers, Elmira, N. Y., Pennsylvania.  
 L. Epstein, mdse. manager, La Salle & Koch, Toledo, Ohio, 225 Fifth Avenue.  
 S. Herman, crockery and house furnishings, S. Herman, Baltimore, Md., McAlpin.  
 J. Samuels, lamps, J. Samuels, Boston, Mass., Imperial.

FEBRUARY 25, 1922.

H. O. Klingstedt, mfrs., games, Klingstedt & Klingstedt, Canton, Ohio, Pennsylvania.  
 Miss A. Shiffer, toys, Marshall Field & Co., Chicago, Ill., 1107 Broadway.

FEBRUARY 27, 1922.

P. Flanagan, toys, M. O'Neill & Co., Akron, Ohio, 37 West 26th Street.  
 F. L. Harwood, general mdse., Mabley & Carew Co., Cincinnati, O., 132 Madison Avenue, Pennsylvania.  
 R. W. Peterson, house furnishings, Alms & Doepke Co., Cincinnati, O., 350 Broadway.  
 D. S. Levy, toys, J. Goldsmith & Sons, Dallas, Texas, 1150 Broadway.  
 D. Utterson, house furnishings and toys, Efrogmson & Wolf, Indianapolis, Ind., 116 West 32nd Street (A. Fantl).  
 L. F. Byerly, house furnishings, J. D. O'Neill Co., McKeesport, Pa., Pennsylvania.  
 W. L. Brenn, toys and house furnishings, G. M. McKelvey & Co., Youngstown, Ohio, 1150 Broadway, York.  
 Miss P. Torris, toys, Hochschild, Kohn & Co., Baltimore, Md., 220 5th Avenue (F. Atkins).  
 M. Newman, china and toys, Frankenberg Bros. & Newman, Bisbee, Ariz., Breslin.  
 D. Shore, toys, L. A. Novelty & Toy Co., Los Angeles, Calif., Ansonia.  
 F. Jennings, house furnishings, H. Jennings & Sons, Portland, Ore., Pennsylvania.  
 H. A. Gillespie, gifts, The Wallace Co., Schenectady, N. Y., Imperial.  
 T. E. Malley, toys and house furnishings, Montgomery-Ward Co., Chicago, Ill., 309 6th Avenue.  
 Miss B. Krueck, china, Crowley-Milner Co., Detroit, Mich., 116 West 32nd Street.  
 E. Newman, toys and house furnishings, Maison Blanche Co., New Orleans, La., 116 West 32nd Street, Room 1010.  
 G. E. Schulde, china and glassware, G. Schulde & Sons, Poughkeepsie, N. Y., Pennsylvania.  
 A. Toutenhoofel, toys, house furnishings, china and glassware, H. S. Prange Co., Sheboygan, Wis., 1150 B'way, care Baer & Lilienthal.  
 J. W. Choput, house furnishings, Harris & Mowry Co., Woonsocket, R. I., care D. G. Alliance, 404 4th Avenue.

FEBRUARY 28, 1922.

W. W. Taylor, toys, D. M. Read Co., Bridgeport, Conn., 404 Fourth Ave., care D. G. Alliance.  
 Miss L. Wagner, toys, J. N. Adam & Co., Buffalo, N. Y., 16 West 39th Street.  
 Miss B. Krueckart and Miss Curtiss, lamp shades and gifts,

Crowley Milner Co., Detroit, Mich., 116 West 32nd Street. A. Fantl.

H. G. Chamberlain, toys, S. F. Iszard Co., Elmira, N. Y., 404 4th Ave.

E. B. Mills, toys, R. A. McWhirr Co., Fall River, Mass., 404 4th Ave., care D. G. Alliance.

W. Hitchcock, toys, Hager & Bro., Lancaster, Pa., 404 4th Ave., care D. G. Alliance.

E. A. Kennert, lamps, J. N. Adam & Co., Buffalo, N. Y., 18 West 39th Street.

W. Lawrence, china, housefurnishings, Killian Co., Cedar Rapids, Ia., 105 Grand Street.

G. Succoh, toys and housefurnishings, Penn Traffic Co., Johnstown, Pa., 134 West 32nd Street.

A. W. Prohska, toys, T. A. Chapman Co., Milwaukee, Wis., Pennsylvania.

F. J. Miller, china, G. Sommers Co., St. Paul, Minn., 395 Broadway.

H. E. Kline, imported dolls and toys, Watt and Shand, Lancaster, Pa., 404 4th Ave., care D. G. Alliance.

A. McCabe, imported dolls and toys, A. B. Sutherland Co., Lawrence, Mass., 432 4th Ave., D. G. Union.

Miss K. M. Riordan, toys, J. H. Bunce Co., Middletown, Conn., 404 4th Ave., D. G. Alliance.

G. Turner, toys, New Bedford D. G. Co., New Bedford, Mass., 404 4th Ave., D. G. Alliance.

S. J. Nealis, imported dolls and toys, Gamble Desmond Co., New Haven, Conn., 432 4th Ave., D. G. Union.

A. A. Breton, toys, Shartenberg & Robinson, New Haven, Conn., 404 4th Ave., D. G. Alliance.

E. M. Taylor, E. M. Newman, housefurnishings, china and toys, Maison Blanche Co., New Orleans, La., 116 West 32nd Street.

B. Utterson, toys and housefurnishings, Efrogmson & Wolf, Indianapolis, Ind., 116 West 32nd Street, care A. Fantl.

E. Monroe, toys and housefurnishings, Lion D. G. Co., Toledo, O., 23 East 26th Street.

F. J. Miller, china, glass and crockery, G. Sommers & Co., St. Paul, Minn., Pennsylvania.

MARCH 1, 1922.

J. W. Power, housefurnishings and toys, Sage-Allen Co., Hartford, Conn., 404 4th Ave.

Miss H. L. Spinning, dolls, W. Q. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 404 4th Ave.

J. W. Waldorf, housefurnishings, china and glass, Hoshild, Kohn Co., Baltimore, Md., 220 Fifth Ave., care F. Atkins.

M. J. Flanagan, housefurnishings and toys, W. M. Whitney & Co., Albany, N. Y., 1164 Broadway.

### Sebring Pottery Co. to Have Salesroom in Maddock & Miller-Kupper Building

During his visit to New York last week Charles L. Sebring, of The Sebring Pottery Co., Sebring, O., the well known dinnerware manufacturers, made arrangements for leasing from May 1st, a salesroom in the Maddock & Miller, Inc.-Herman C. Kupper Building, 39 West 23rd Street. They will occupy a large room on the fifth floor where also will be located George B. Jones, American manager for Johnson Bros., and Alfred G. Moment, American representative for La Porcelain Limousine. Mr. Sebring is planning to fit the place up in a most attractive manner as a background for the concern's interesting line. The concern at present has quarters in the Armion Building, 469 Seventh Ave. M. J. George is the factory's New York manager.

It's more honest to waste your own money than waste the time your employer pays you for.

Putting up a "front" lands many a man through the back door.

Commerce cannot move unless it is moved.—*Forbes Magazine.*

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

NOW that the Chicago show has passed into history, pottery manufacturers of this district who displayed lines have held that in a general way the receipt of new business was from fair to good. Some salesmen did a nice business in Chicago on dinnerware, others booked only a nominal amount of new orders. With the Pittsburgh and Chicago show over, one thing is assured, and that is, the Pittsburgh display will not be abandoned. Two different classes of trade were booked at these two shows. The bulk of the jobbing business was done in Pittsburgh and the East Liverpool district in January, while the Chicago show developed a lot of smaller accounts.

The second meeting of the Research Committee of the United States Potters' Association was held the afternoon of February 23 in the laboratory of the Homer Laughlin China Co.'s plant at Newell, W. Va. Chairman A. V. Bleininger, who is at the head of the laboratories of the Homer Laughlin China Co., presided. The discussions were purely technical, and had to do with subjects assigned at the January meeting of this committee.

Joseph C. Davis, salesman for the Knowles, Taylor & Knowles Co., has returned from Chicago, where he displayed the dinnerware lines of this firm. He remained there the third week in February to look after local trade. The K. T. & K. company were quite pleased with the reception their line received during the Chicago display.

Among buyers who were in the local district during the last few days included C. B. Rhodes, with Alfred Stahel & Sons, San Diego, Cal.; J. C. James, of the T. M. James & Son Co., Kansas City, Mo.; Mr. Phillips and Mr. Hertzka, with the Palace Department Store, Seattle, Wash. Mr. Phillips has resigned from the Palace to enter the china and glass business on his own account at Spokane, and is now buying his initial stocks. Mr. Hertzka will succeed him as buyer of dinnerware and glass at the Palace.

Roy G. Sutherin, of the official staff of the W. S. George Pottery Co., has been confirmed by the Senate as postmaster of East Palestine.

Another warehouse has been planned by the A. E. Hull Pottery Co., of Crooksville, a branch of the American Clay Products Co. The new warehouse will be located at Jersey City, N. J., and will occupy a site about 225

by 86 feet. The American Clay Products Co. in January arranged to open a warehouse in Pittsburgh, Pa., with J. W. Moore, of Detroit, Mich., in charge.

Auto thieves have been more active in this district of late than for some years. A few nights ago the car of Charles F. Goodwin, secretary of the United States Potters' Association, was stolen, but was found late at night near the Thompson Pottery. The same night the new car of W. L. Smith, Jr., of the Taylor, Smith & Taylor Co. was stolen, and was last seen being driven at reckless speed through Wellsville.

A suit for \$28,500 against J. B. Owens, representing the Owens Pottery Co., of Zanesville, O., was filed in the Muskingum County courts by a woman who claimed that in 1916 she sustained injuries when caught in the machinery at the plant.

William C. Lynch, sales manager for the Taylor, Smith & Taylor Co., is now making a business trip through the west and northwest. He is scheduled to return to his desk about April 1.

General business with all potteries at Sebring is good. Since the first of the year there has been a gradual increase in shipping from all five plants in Sebring, and as a result the Pennsylvania railroad company at that station is now employing nine clerks to take care of the increased shipping. During the first two weeks in February, over 7,000 packages of ware were shipped out of Sebring.

S. L. Pitcock and C. P. Stotler, who looked after the Chicago display of the Crooksville China Co., of Crooksville, O., have returned to the home office.

The Allbright China Co. informs us that their No. 2 plant at Scio, O., has been shipping ware for the past month and are now producing eight kilns daily and shipping in carload lots. This corrects the item in our February 16th issue, in which our correspondent stated that the company's No. 2 plant was not entirely completed.

A. V. Bleininger, head of the research department of the Homer Laughlin China Co., with F. K. Pence, of the research department of the Knowles, Taylor & Knowles Co., and John M. Manor, of Golding & Sons Co., left last Sunday for St. Louis, Mo., to attend the annual meeting of the American Ceramic Society.

*(Continued on page 34)*



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

FROM most all sections of the country, trade reports filtering into glass factory offices in this district tell of a steadiness in business. In connection with this report comes the information that those glass firms which exhibited in Chicago did a good business, speaking in a general way. Salesmen who have been out over their territory of late have been forwarding some nice orders to their factories, and in addition to this situation, production and output has been increased in a number of factories. From all present indications, the situation in the glass trade is most encouraging.

Due to a scarcity of natural gas, operations were suspended for some days at the plant of the Crescent Glass plant at Wellsburg, W. Va. The week before last was the coldest period manufacturers experienced in the Ohio Valley this winter, and here and there a scarcity of natural gas was reported.

Sales managers of glass factories in this district who sell the Woolworth company were interested in the report that the company was incorporated a few days ago under Delaware laws with a capital stock of \$50,000 so as to be able to do business in France. Whether or not the interest will purchase French glassware has not been indicated here.

At a meeting of the board of directors of the Indiana Glass Co., held at Muncie, Ind., the following officers were elected: President, Frank W. Merry; vice president, Charles W. Smalley; secretary-treasurer, Charles L. Gaunt. This line was shown at the recent Pittsburgh Glass and Pottery Exposition by Kelly & Reasnor, of Chicago.

An action has been filed in the Federal court against the O'Neill Machine Co., of Toledo, by the Owens Bottle Co., of Toledo, and the Hazel-Atlas Glass Co., of Wheeling, alleging infringement on five patents of the plaintiffs having to do with the processes of manufacturing glass containers.

During the last fortnight there has been a decided increase in inquiries for lighting glassware. This is looked upon as a good omen and gives early indication that the spring season will see greater activity in the lighting glass plants than for several years. Both department store buyers, retail gas and electric supply firms and jobbing interests have been seeking new stocks.

It is currently reported here that some of the electric portable lines shown here in January, and in Chicago during February, developed a lot of new business. One

factory in this district featuring this line almost exclusively has, it is said, over four months' business on its books now, with a considerable number of other specifications pending. Electric portable buyers in January were among the most active in the local market, and wherever the lines have been shown, additional business has resulted.

There has been a decided increase in the plant operation of the H. C. Fry Glass Co.'s plant at Rochester, Pa. Their line of cooking glass is having an excellent movement, while their new table service line of "teas" and other items, shown for the first time in January, is in good request.

Ball Bros., the largest manufacturers of jars in this country, plan an extension to their Muncie, Ind., plant, at a cost of \$150,000.

Operations have been started in the new plant of the Salem (W. Va.) plant of the Salem Flint Glass Co. Construction of this shop has been under way for the last four months.

The recent fire in the mixing room of the H. C. Fry Glass Co.'s plant at Rochester, Pa., did only slight damage to the plant, the loss being placed at about \$1,000. The mixing room is in a fireproof building, and this no doubt saved the company serious loss. Operations have continued as usual.

"Business has a very bright outlook," declared Robert G. West, manager of the local sample room of the Pittsburgh Lamp, Brass & Glass Co. "Inquiries are improving, and we're giving good deliveries. Dealers are therefore enabled to make a quick turn-over, and this situation helps all along the line."

The usual quarterly dividend of 50 cents on the common stock and \$1.75 on the preferred issues has been declared by the Owens Bottle Co., payable April 1, to the stock of record as of March 16.

Hugo Hart, who recently became identified with the Nonik Glassware Corp., is making a trip through the south in the interest of the concern. He reports excellent success with the line, having placed it with all the largest wholesalers in this territory.

"Larry" Mott, well known for his long association with Wm. Dougherty, New York manager for the Con-

(Continued on page 34)



### *California Assortment—Fifty Pieces*

**Mr. Jobber:** The above illustrates one of our Six Standard Reinhold Schlegelmilch Fancy China Assortments, which your customer will buy from you when you show him the merchandise and he furthermore will be thankful to you after he hears your price. If you primarily consider the interests of the dealer, your customer, who wants the best Fancy China he can get for the price, you cannot honestly offer him anything else but the original Reinhold Schlegelmilch article.

**Mr. Dealer:** We cannot elaborate on the above plain facts. ing your order for "Fancy China" insist upon this Trade This is the class of merchandise which still brings profits losses may have to be taken on imitations of camouflaged Besides you want to offer better value than your competitor same price.

If you are unsuccessful in getting the "Genuine" article write us for particulars before placing your order.

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THE NUMBER SEVEN—DERWOOD SHAPE



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Decoration No. 71942

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**The W. S. GEORGE POTTERY CO.**

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**EAST PALESTINE, OHIO**

MANUFACTURERS AND DECORATORS OF SEMI-PORCELAIN  
DINNER WARE

FACTORIES

EAST PALESTINE, OHIO

CANONSBURG, PA.

KITTANNING, PA.



**ELPCO**  
MADE IN U.S.A.  
**CHINA**

The East Liverpool Potteries Co.  
East Liverpool, Ohio  
Manufacturers



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Write for Our Sterling Price List. It will be mailed to you upon request.

## SOY KEE & CO.

*Chinese Importers of*

Gold Medallion Dinnerware

*Also*

Blue and White Canton China, Nankin and  
Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct  
and have a complete  
stock at pre-war  
prices of the famous  
gold medallion and  
Blue and White  
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Write for Price List



*Gold Medallion Dinnerware*

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## Henry Witte

*Announces*

HIS REMOVAL

*to*

24 West 23rd Street

(3rd Floor)

NEW YORK

*And cordially invites  
inspection of many inter-  
esting items comprising  
his new lines for 1922*

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Moved to 24 West 23rd Street  
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*Everything New*

Larger Quarters

Larger Lines

Lower Prices

Everything in Cut and Decorated  
Glassware from Punch Bowls to  
Individual Salts. Many Specials



# BOSTON NEWS NOTES

BOSTON OFFICE  
417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

MANY Bostonians will remember the once famous Winter Palace bar, not necessarily because they rested a foot on the rail but because it has for years been a sort of show dispensary of the city, visible from the street, with thousands passing the door each day. This week there comes to this site a new crockery and glass store which will cater exclusively to the retail trade. Workmen have been busy for several weeks in remodelling the room, until now there are shelves and tables, displaying a fine line of American, Japanese and English china, glassware and art pottery. There will also be a line of floor lamps, table and boudoir lamps and smoker's articles which are expected to be in the art goods class.

The store has been opened under the name of the Stratford-Carlton Co., and is located at 1 and 2 Winter Palace, in the heart of the shopping district. A line of the smaller articles of women's jewelry will be carried in connection with the business. Louis S. Goldberg, for a number of years in the jewelry business, is the manager.

The Stowell Co. claim to be "Makers and Finders of the Unusual," and many of the articles which have gone

so far to make a reputation for this company are the product of their own staff, presented to the public in an attractive way which demands attention.

One of the most attractive displays in the Stowell store is an exhibit of vases in the delicate pastel colors in Czecho Slovakia ware. These pieces, showing flowers in the vases, in contrast and artistically arranged, with colored candles in the candlesticks, made an instant hit.

"A wedding gift which cannot be duplicated" made popular a line of sterling silver encrusted ware in Belgium crystal glass stem and table ware and imported china. Six different borders are shown in the silver with six different types of monograms for place plates or the larger pieces, such as cake plates. This silver has proved as popular as the gold and is probably the latest thing in that line of goods. Several of the plates are of pastel shades to the verge which forms an excellent background for a monogram.

To the activities of the Council of Industrial Development, which has been formed in Western Australia to exploit the natural resources of that State, is credited the recent establishment of pottery and glass works in Perth.

## Right Goods at Right Time and at Right Price

Our Spring importation is now ready for immediate delivery.

Everything Oriental for decorating a home and chinaware for use.

You are cordially invited to come and see. They are a little different from the ordinary.

### MOGI, MOMONOI & CO., Inc.

105-107 East 16 Street

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# POPULAR PRICED DINNERWARE



Sold in complete  
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Stocked for immediate  
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Selection of excellent  
designs

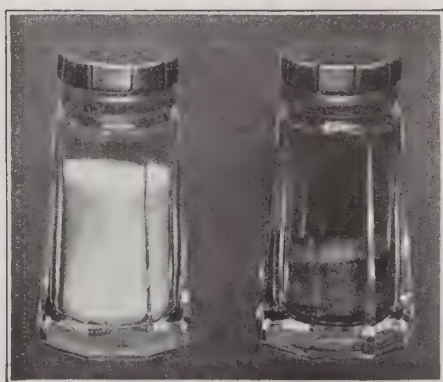
## TAIYO TRADING COMPANY

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## A SNAP OF THE CAP AND THE HOLES ARE CLEARED



*Individual Size UPRESSIT Shakers.  
(Plain and Cut Glass.)*

### UPRESSIT "NO-CLOG" SHAKERS

Press Center to Open—Press Sides to Clear

*"Upressit Cellars are good sellers"*

WRITE FOR SAMPLES, PRICES AND COPY OF  
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SELL  
FANCY  
FISH

## Make 100% Profit

Goldfish and especially my imported Japanese Fancy Fish are big sellers; easy to handle, make fine window displays, fit in with your regular line. Easy to get double these prices from your customers:

Small Comets (like picture)	...	\$18	a hundred
Large Comets	.....	25	" "
Small-Medium Fan Tails	...	\$18	" "
Large Fan Tails	.....	25	" "
Small Telescopes	.....	\$20	" "
Large Telescopes	.....	30	" "
Small Fringetails	.....	\$30	" "
Large Fringetails	.....	50	" "

Order Now for Easter Selling. Safe delivery guaranteed anywhere.

## JOS. SCHLAGHECK

316-18 Monroe Street

TOLEDO, OHIO

*World's Largest Importer and Breeder of Goldfish*



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE first regular meeting of the Chicago Glass, Pottery, Lamps and Housefurnishings Association since the termination of the Chicago exhibit, was held at the Morrison Hotel on Thursday of last week, following luncheon.

President John F. Bowman presided at the meeting. There was an attendance of approximately thirty members. Reports of the successful Chicago exhibit were read, as well as committee reports.

Following the reading of the minutes of the previous meeting by the secretary, a report was given on a special meeting of the association members, the object of which was to take some fitting action on the death of Col. A. H. Heisey. A resolution was drafted conveying the heartfelt sympathy of the Chicago association to the bereft family, as well as to the employes of the late Mr. Heisey. He was the first man elected to honorary membership in the Chicago Association, so it can be readily understood that his loss was felt deeply. A large floral wreath was sent to the funeral, and Walter S. Redfield, Chicago salesman for Heisey glassware, attended the funeral as a representative of the Chicago Association.

The report of the secretary on the Chicago Exhibit showed that in the final analysis, 317 rooms of the Morrison Hotel were devoted to exhibit purposes during the two weeks ending February 16.

John Ling, chairman of the Executive Committee, reported that his committee in meeting February 21, recommended that the Association go on record to hold the next exhibit in February, 1923. This recommendation was unanimously adopted by the Association as a whole.

Mr. Ling suggested that membership blanks be forwarded to all who exhibited at the Chicago Show, telling them that the Chicago Association would welcome them to its membership. This suggestion was approved by the members and the secretary instructed to carry out the work.

A motion put to the members by Mr. Ling to present some tangible token of gratitude to the three managers of the Morrison Hotel who so efficiently cooperated with the officers of the association in handling the details of the exhibit. This motion carried, with the additional stipulation that the three managers be invited to the next meeting and then presented with a gift to be chosen in the meantime by the executive committee.

President Bowman briefly reviewed the work of the association since its conception, pointing out the many obstacles that were overcome in order to bring the Chicago Exhibit to a successful termination. He termed the exhibit a "monument to Chicago and a credit to the members of the local trade." He emphasized the fact that

the Chicago Association from the start had advertised itself as a "service to buyers," and that it had fulfilled its promise by giving the buyers the most extensive exhibition ever held in this country.

Henry Von Hagel told the members of a number of exhibitors he had talked with who were extremely satisfied with the show and who had assured him that they "would be with us again next year."

The second and fourth Thursdays of each month were definitely set as the regular meeting days of the association by a vote of the members.

The next regular meeting of the Chicago Glass, Pottery, Lamp and Housefurnishing Association will be held at the Morrison Hotel on March 9. At this meeting a set of by-laws will be adopted.

The Rose Studios, of Maywood, Ill., makers of butterfly serving trays in a variety of designs and shapes, have been taken over by the Central Cut Glass Co., of Chicago, of which Oscar Eckland is president.

W. T. Darden & Co., Palmer House, has been appointed Chicago representatives for Maddock & Miller.

Mr. Mason has become associated with "Tom" Reid, Chicago representative for Guernseyware and other lines. The show rooms are located in the Palmer House.

A. Cook, formerly buyer for Mantel Bros., and later with S. Franklin & Co., Chicago, manufacturers of trays, candlesticks and tea carts, died in New York a few weeks ago.

The Steam Pressure Cooker, made by the Northwest Steel & Iron Works, was one of the popular housefurnishings items at the recent Chicago exhibit.

Joseph Styer, interior decorator, who established the firm of Styer & Co., 720 South Michigan Ave., over thirty years ago, died suddenly of heart failure at his home in Chicago a week ago. Mr. Styer was fifty-seven years of age and is survived by a widow and three daughters and two sons. He was well-known in local crockery, glass and lamp circles.

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Makers of Dinnerware  
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Lamps and Shades  
Floor, Table and Boudoir lamps in a  
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with shades to match

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Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.  
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High Grade American Dinner Ware  
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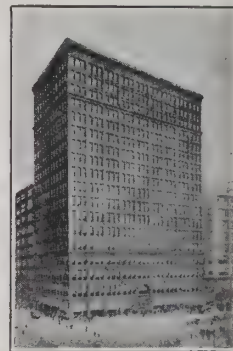
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Successor to Takito, Ogawa & Co. and  
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Glassware. Pressed and Blown Table  
Ware, plain and decorated.  
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We are prepared to make immediate shipments.

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HISPANO-MORESQUE  
LUSTRES & METALLIC GLAZES  
Vases, Bowls, Lamps, Comports, Candlesticks  
THE N. O. CEDARBORG & CO.,  
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MONONGAH GLASS CO.  
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THE GLASS OF QUALITY

UNUSUAL crystal white brilliancy together with exclusive neatness of design and sturdy construction offer in Chippendale Krystol all that can be desired in glassware. It is equal in radiancy to expensive cut glass, but far in advance for serviceable use. It appeals strongly to every class of trade.

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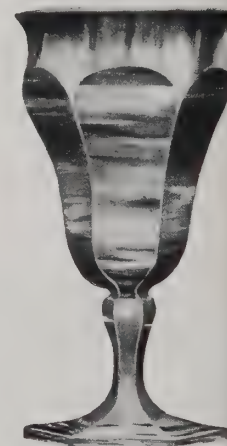
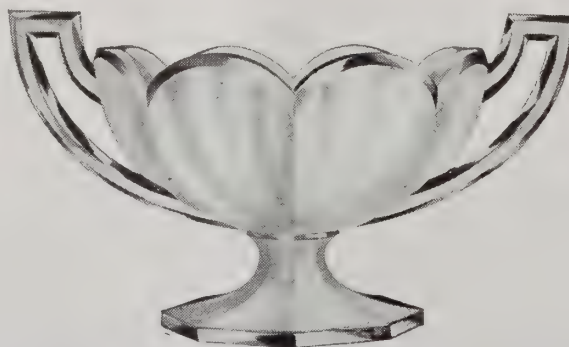
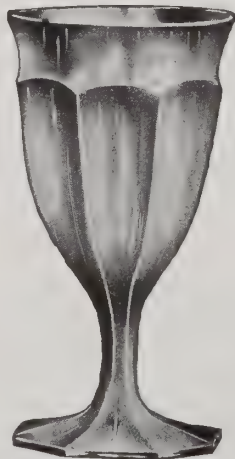
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Our excellent and varied collection of new designs in Maddock's (English) Earthenware will measure up to every expectation, and our record for maintaining complete stocks will mean much to the far-seeing dealer. An early selection is urged.

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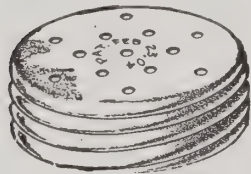
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## "ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERES, ETC.

*in beautiful colored glazes and*

FAMOUS MOSS AZTEC FINISH

**THE ZANE POTTERY CO.**

South Zanesville, Ohio

### What the Potteries are Doing

(Continued from page 22)

Statistics just received at the offices of the United States Potters' Association here show that during 1920, Japan shipped ceramic wares to the United States to the value of \$4,711,061. The total value of the ceramic exports of Japan for that year amounted to \$15,678,948.

Full time operations are now the rule in the plant of the Cartwright Bros. pottery. The demand for their new fancy shape is active, and all the hollow pieces in their list are now being casted.

T. A. McNicol, of the T. A. McNicol Pottery Co., has returned to his office, following a business trip to Chicago and through the south.

There has been little if any change in the situation at the plant of the Chelsea China Co., at New Cumberland W. Va., where operations were suspended a fortnight ago on account of particular labor differences. Some of the former employees of this firm are now seeking employment in potteries.

Material supply dealers announced this week that general demand for clays, flint and spar shows a decided increase over that of last December, and even during the early part of February. With a possible exception here and there, dinnerware manufacturers do say they are operating their plants full time.

### Glass Factory Activities

(Continued from page 23)

Solidated Lamp & Glass Co., has taken over the territory through Pennsylvania, Connecticut and New York, formerly covered by Fred Goebel, leaving on his initial trip on Monday of this week.

The season of "March Sales" is now at hand. A lot of glass merchandise for these sales was ordered here during January and deliveries have been made. Local department stores are making special features of glass ware in these sales this month, and the department managers have said that they expect sales to go far ahead of the record of March, 1921.

### China Clay Imports Fall Off

Imports during the year 1921 of china clay show a decline of 55 per cent in quantity and a drop of 56 per cent in value from the previous year. Total receipts for the year amounted to some 146,452 tons valued at \$1,555,724. This contrasts with 323,488 tons with a value of \$3,572,568 for 1920. Imports of kaolin in 1919 amounted to 165,403 tons, valued at \$1,966,667. In 1918 151,700 tons, value \$1,173,085.

England has a virtual monopoly of this trade, supplying 146,102 tons valued at \$1,548,924 of the 1921 imports in 1920, 310,549 tons, value \$3,452,203; in 1919, 164,410 tons, value \$1,955,350 and 145,232 tons, value \$1,125,790.

### Old Greek Ware on Display

An unusual collection of old glass was exhibited at the galleries of the American Art Association during the past week. The pieces which included vases and glass curios were excavated by Mr. Chmielowski in southern Russia upon the site where the populous ancient Greek city of Albia was originally built. A particular fine specimen shows as an ewer of green glass with decorations in relief dating from the first century B. C. A number of bottles in shapes suggesting vegetable forms were also on display, to which the long burial gave a striking iridescence of color.



ESTABLISHED IN 1874

PHONE BARCLAY 5092

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

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## AS THE EDITOR SEES IT

### THE SPECIALTY STORE'S PLACE IN THE SUN

THE merchant who operates a specialty store and sells crockery, glassware, lamps and house furnishings has no occasion to worry about the competition of bigger stores, whether of the china or department variety. The individually owned store possesses certain advantages which if fully taken advantage of by the progressive merchant, will assure a good volume of trade and as good profit on turnover as even the biggest stores can show on the same class of goods. While the chain and department stores are big factors in the mercantile world today, they are not the biggest distributors and the smaller stores fill a very important place. In fact, statistics show that the small stores distribute goods to something like 67 per cent. of the total population of the country. Department, chain and individual stores all possess certain advantages, and the strength of the bigger store is undeniably the weakness of the smaller and *vice versa*. By developing the advantages and assets peculiarly a part of the individual shop, the small store merchant will find that there is plenty of room for transacting a profitable business in almost any line. But a good many owners of small stores fail to do this. Instead of making the most of their own advantages and facing competition, a good many are discouraged and attempt to dodge it. Why? Because they only see the advantages and strength of the big stores and fail to take stock of the advantages which their own small store possesses. Let us check up both sides.

DEPARTMENT and chain stores know the whole subject of store management. The manager of a chain store knows exactly what to do when he opens a new store in a town. He does not experiment or

make any mistakes for the simple reason that the chain store headquarters have already worked out a system of store management and all the local manager has to do is to concentrate on selling goods. But there is no monopoly on how to run a store and there is no reason why the small store owner should not possess as much knowledge on the subject as the biggest stores, for the information is easily gained. And the small store manager must know all about merchandising if he wants to make a success of his enterprise. A man may stand still but the buying public doesn't, and trade will naturally be attracted to the progressive store.

SMALL specialty stores cannot compete with big stores but neither should they try to. The special character of the small store is one of its greatest assets, for people like to trade at a store which specializes in one or several allied lines of merchandise. The more personal and better service of the sales people is another big point in favor of the small store. The owner of a small store can stamp his individuality upon it and attain a very high degree of friendliness between his sales force and his customers. This is another big asset. The small store is flexible, but the department and chain stores must, because of their size, be conducted upon fixed rules, and no matter how small the purchase the entire selling machinery of the store must be put in motion in transacting a sale. If I go into a crowded department store to buy a tumbler for 12 cents and have the exact change, I can't break away from the system but must wait a good deal longer for my purchase to be checked and wrapped. Even with the smallest sales force, the small store can usually wait upon its customers more promptly and

usually more satisfactorily than the big stores. The sales people are, moreover, more capable than in the big store. The salesmen of big stores are anxious to please, of course, but where hundreds and often thousands of sales people are employed, it is impossible to keep the average ability of the sales force very high, despite constant striving in this direction.

There is a very definite place for the department, chain and mail order stores, and while these must necessarily compete with the small specialty stores in a way, the small store with its more personal atmosphere has so many good points peculiarly its own that all the merchant has to do is to study his trade and adopt a sales policy of his own.

### A Move in the Right Direction

A good forward stride to put the cut glass industry upon the best possible basis—that of high and uniform quality, was evidenced at the special meeting of the National Association of Cut Glass Manufacturers held in New York at the Hotel Imperial recently. A good deal of interest was shown by members who unanimously agreed to finance and otherwise lend their support to establish a high and uniform standard for cut glass and to protect and guarantee a high quality through the adoption of a special label.

Conspicuous among the constructive features were the passing of resolutions (1) to notify members of the amount due on individual subscriptions to the common fund; (2) Adoption of the resolution of Ernest H. Bennett's plan for a publicity campaign and for his appointment as a committee of one to solicit subscriptions for the association; (3) The appointment of Raymond H. Fender and Thomas P. Stritmatter to work out the details of a suitable label; (4) and a tentative decision to call a meeting of the Association in Montreal, Canada, on July 12. The members present were as follows: President William Sell, Krantz & Sell Co., Honesdale, Pa.; Vice-president F. L. Morecroft, Ideal Cut Glass Co., Canastota, N. Y.; Secretary Raymond H. Fender, Powelton Cut Glass Co., Philadelphia, Pa.; Treasurer Thomas P. Stritmatter, Quaker City Cut Glass Co., Philadelphia, Pa.; Robert A. May, George Phillips & Co., Ltd., Montreal, Can.; Charles H. Strunk, Figueroa Cut Glass Co., Hammonton, N. J.; George Becker, Charles Becker, Brooklyn, N. Y.; William E. Corcoran, Empire Cut Glass Co., Flemington, N. Y.; George E. Sherman, Fairpoint Corp., New Bedford, Mass.; Mrs. J. F. Tuthill, Tuthill Cut Glass Co., Middletown, N. Y.; Charles H. Glazier, Union Glass Co., Somerville, Mass.; Ernest H. Bennett, Jeweler's Circular, N. Y.

This is certainly a good move in the right direction and indicates that much has been accomplished since the annual meeting of the association held in Philadelphia, December, 1921. By the utilization of a common label and a well directed publicity campaign which will inform the public of the merits and advantages of high quality cut glassware the industry cannot fail to be benefited and a constantly increasing demand created for quality cut crystal ware.

### Gim-Crack Dolls

Gim-Crack dolls for adults — funny — skinny, long-legged, with leering faces and elongated arms, the new dolls have hit Paris like the long-ranged German gun and Boston is so far behind that one or two of the Hub's larger department stores have been selling the novelty for months.

They're not for the nursery, however. If fond papa tried to force the latest in dolls on the precious, dumpling darling, the favorite che-ild would have 18 nightmares per minute. These stuffed babies are constructed for the grown-ups, for the boys with the flapping goloshes and the girls with those felt hats cocked over one eye. Made to be lugged to a dansant or fancy ball, the funnier they are carried, the more comical they look. Hurlled into a corner, they assume such odd shapes and fantastic positions that even an advocate of Sunday blue laws would be tempted to smile.

Their origin has been traced to Vienna. In Austria toy men said yesterday, when the war closed, food was scarce and a disease developed that left children with weak arms and legs. Foreign toy men copied and the dolls resulted. Vienna wanted \$10 to \$12 for the novelty which hit the pockets of modern Beau Brummels and Madame Du Barrys pretty hard.

When a prominent Boston merchant arrived in Germany several months ago he found the toy factories there were making the article very much cheaper. Result—Boston had the novelty quicker than gay Paree.

The long legs and arms are accentuated in the German product. Pierrot and Columbine, well dressed in silk clown suits and pajamas, are the popular modes. There are others in peasant and Scottish dress with woolly heads of hair—in fact everything novel has been introduced in making the trick dolls.

Be friends with everybody. When you have friends you will know there is somebody who will stand by you. You know the old saying, that if you have a single enemy you will find him everywhere. It doesn't pay to make enemies. Lead the life that will make you kind and friendly to every one about you, and you will be surprised at what a happy life you will live.—*Charles M. Schwab.*

When all is said and done, Service is the greatest thing in the world—and Service is loving our brothers as our selves, and being eager to do right by them and for them. Back of Service must be a willingness to sacrifice—to pay the price of personal inclination and desire, if the highest type of Service demands it.

Some stores are characterized by the neat appearance of all the packages that are taken away or sent out. It is an inexpensive but most effective method of advertising.—*The Advertising World.*

Advertising is not merely a description of merchandise with prices. It is that, plus.



# Many Changes in Pittsburgh's March of Progress

Interesting Sidelights on Glass and Pottery Industry Reflected in Exhibit for 1909 With Fifty-one Lines on Display

GOING through some old files, a local glass salesman dug up a few days ago a directory of the "Annual Glass and Pottery Exhibit" for 1909. There were only fifty-one glass and pottery lines displayed that season, and these were to be found in four hotels. Many changes have been recorded in the years that since passed. M. J. Adams had the Co-Operative Flint Glass Co.'s line at the Monongahela House, while Clarence Northwood had the Northwood line also at this hotel. W. A. Scott had the Cook Pottery Co. Since then these salesmen have passed beyond. David Fisher had the New Martinsville line and Thomas H. Butcher represented the Central, both still being in harness. S. Q. Hamilton had the Tarentum line. The factory is out of business and Mr. Hamilton is doing well in the real estate and insurance business in Wellsburg, W. Va. Thomas Lohr had the Indiana Glass Co.'s line, and he is now St. Louis representative for the Pittsburgh Lamp, Brass & Glass Co. A. J. Bennett showed the Cambridge line and George Buxton, of East Liverpool, had the Shenango Pottery Co.'s exhibit.

Of those who displayed lines at the Seventh Avenue Hotel, Walter B. Lindsay, then with the Duncan, Miller Co., is dead. H. K. Connors, who had the French China line, is now with the Carrollton Pottery Co., and L. H. Smith, who represented his own factory, is out of the game. Walter G. Minnemeyer had the Dugan Glass Co., and he is now a factory representative, with offices in Chicago. I. J. Collins had the Hocking line and Howard Jenkins had the Jenkins display, both still with their old factories. Also, Harry B. Whitney, who showed his portable and oil lamp line in the banquet room of the Seventh Avenue. B. W. Jacobs had the Jefferson Glass Co.'s Chippendale line, and he is now said to be in California. James B. McHugh had the Steubenville line then, and he has left the trade and is now said to be selling line of corsets.

It was about this year that the Ft. Pitt was getting an "edge" in on the show and ten exhibits were in that hotel in 1909. C. G. Cassell is still showing the Heisey line, and W. H. Duvall opened the Bryce Bros. Co. exhibit. Many remember George Mortimer having a display which included the Fenton Art Glass Co., Millersburg Glass Co., and the Mortimer-Ferguson Glass Co., the latter two concerns now out of business. Jule Braun showed the Federal Glass Co.'s line and also told visitors about his little poultry farm. John R. Jacobson had the Huntington Lumbar Co.'s display and Theo Bronstetter and George McCasky had the Tygart Valley Glass Co.'s exhibit. Bronstetter is now in the contracting business here. There were thirteen displays at the Hotel Henry and

three of the salesmen who had exhibits there are deceased. They are, Fred Classen, who showed the Irving Cut Glass Co. line; W. L. Woodward, then with the Warwick China Co., and S. P. Arnold, then with Edward Butler Co., New York. Cecil E. Taylor had the Knowles, Taylor & Knowles line at the Henry in 1909, also James P. Gordon, who is still with the Jones, McDuffee & Stratton interest. J. H. Johonnot, the first cut glass salesman to "break in" on the show with his line, had the Sterling Cut Glass Co. display in 1909. Frank P. Fletcher had the Roseville Pottery Co. display, and Fred Kline, now of Dallas, Tex., representative for the Knowles, Taylor & Knowles Co., had the Warner, Keffer Co.'s display. The company is long extinct.

With fifty-one exhibits in 1909, the display has increased almost 100 during the intervening years.

## Exports of China and Glassware

The year 1921 was a lean year in the foreign trade of the United States and in comparison with the figures of 1920 there is a noticeable decline in both imports and exports. Our total exports fell from \$8,228,000,000 in 1920 to \$4,485,000,000 in 1921, a decline of 52 per cent. However, this falling off in our foreign trade should not be misinterpreted and in comparing the two years it should not be forgotten that 1920 was an unusual year and marked the peak of the volume in trade. Values were, moreover, greatly inflated in 1920, and despite the rapid and severe drop in 1921 the year just passed was in value far ahead of the highest year before the war. In other words, exports in 1921 were 90 per cent greater in value than in 1913 and 1914. The following table shows by countries our exports for the closing month of 1921:

DOMESTIC EXPORTS FROM THE UNITED STATES BY COUNTRIES FOR DECEMBER, 1921.

CHINA, EARTHEN AND STONEWARE		
Countries	Chinaware Dollars	Earthen and Stoneware Dollars
Czechoslovakia .....	75	—
Germany .....	—	550
Greece .....	10	—
England .....	120	—
Ireland .....	10	—
Bermuda .....	446	851
British Honduras .....	846	134
Guatemala .....	263	—
Honduras .....	1,626	443
Nicaragua .....	140	108
Panama .....	22	100
Salvador .....	12	23
Mexico .....	3,374	2,283
Jamaica .....	132	274
Trinidad & Tobago .....	235	2,700
Other Brit. West Ind. ....	321	21
Cuba .....	1,939	2,713

Virgin Islands of U. S. ....	997	228
Dutch West Indies .....	59	47
Haiti .....	58	152
Dominican Republic .....	439	2,067
Argentina .....	—	285
Brazil .....	—	34
Colombia .....	216	234
British Guiana .....	—	32
Peru .....	1,124	490
Venezuela .....	120	—
China .....	106	377
Chosen .....	—	10
British India .....	—	330
Dutch East Indies .....	83	—
Greece in Asia .....	15	—
Hongkong .....	—	5
Japan .....	—	16
Siam .....	503	—
Australia .....	500	—
Philippine Islands .....	93	278
Belgian Kongo .....	—	82
British West Africa .....	—	147
Liberia .....	—	95
Egypt .....	—	2,375
Total .....	20,504	59,068

## GLASS AND GLASSWARE

Countries	Chemical Glassware Dollars	Cut or Engraved Glassware Dollars
Canada .....	6,600	41,584
Costa Rica .....	20	—
Guatemala .....	263	—
Netherlands .....	210	—
England .....	—	647
Ireland .....	—	304
Bermuda .....	46	—
Honduras .....	27	205
Nicaragua .....	142	42
Panama .....	10	—
Mexico .....	1,166	134
Newfoundland and Labrador.....	—	91
Jamaica .....	—	45
Cuba .....	426	595
Brazil .....	1,590	—
Siam .....	117	—
Peru .....	—	150
Uruguay .....	713	—
Venezuela .....	20	—
China .....	2,179	857
Chosen .....	4	—
British India .....	2,298	17
Dutch East Indies .....	826	—
Japan .....	3	—
Australia .....	442	1,128
New Zealand .....	306	39
Philippine Islands .....	1,567	55
British So. Africa .....	26	—
Total .....	16,441	6,383

## Packing Dinnerware in Clothes Baskets

"WE give 'em a clothes basket and a dinner set for the price of the dinner set," declared William C. Lynch, of the Taylor, Smith & Taylor Pottery Co., in telling about a new package now being featured by this company.

For many months the Taylor Smith and Taylor Co. sought a shipping container that would prove rigid, and at the same time reduce transportation costs. A specially designed basket resulted. Two sizes were made, one to contain a 50-piece dinner set and another to hold a 100-piece set.

Before a tariff was announced on the package, a 100-piece dinner set was shipped in a basket container from the plant at Chester, W. Va., to St. Louis, Mo., thence to

New York City and thence to Detroit Mich. When it was finally opened in Detroit packing material was still firm, and not a piece of ware was even chipped.

When the consumer receives a dinner set in one of these containers, house use can be made of the basket.

The department store stock force does not have to unpack the basket, the marks on the lid indicating the size and decoration. When the decoration is ordered from the retail department, an order is sent to the stock room and then a basket containing the particular assortment and decoration is picked out and in a moment is ready for forwarding. Re-packing at point of sale is eliminated. Double handling is also done away with.

The cross piece on top of the lid which extends between the two handles is split, and the lid remains intact. This is then lifted from the basket, and as Mr. Lynch says "there you are."

## German Toys Popular

A toy jobber who represents many American brands of toys finds that the German importations are taking a strong hold with buyers. He goes so far as to claim that 90 per cent of the holiday season toys this year will originate in Germany. Price is not alone responsible for this neglect that will visit a large fraction of the American toy trade.

The imported quality is high. The designs of the various toys are appealing and the packing is said to be extremely attractive. A certain resourcefulness is evident among many German toy manufacturers.

Speaking of cost, the jobber contended that American-made toy prices were far above the imported goods. German was said to figure first how well he can make an article. Lastly comes his arrangement as to profits. He is said to be content with a 10 to 20 per cent profit above overhead.

A jobber who recently returned from England found many importers there arranging to buy up German production. Much of the German goods that will finally reach these shores will pass through these imported hands.

As an example of how the German article is expected to undersell the American-made brands a jobber referred to watches. A quality equal to a \$2 seller made here originating in Germany can be sold for \$1. This jobber thought that much of the distress that has come to the low priced watch industry was produced by low cost imported goods.

A bisque sleeping doll intended to sell during the holiday season for 39 cents was attractively dressed and considered to be worth \$1.50 compared with American value. They come in a lace bordered box substantially made. The American doll, however expensive, was said to come poorly and unattractively boxed, and this one feature alone militated against the sale to a great extent.

Fictitious values either of property or our own service never make us worth any more money. Efficiency and faithfulness or solid worth are what counts.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

E. W. Hammond is spending this week at East Liverpool, O., on a visit to the plant of Knowles, Taylor & Knowles, which he represents in the New York market.

Albert H. Burton, western representative for Hugh C. Edmiston, who has been spending several weeks at headquarters in New York, expects to leave for his home in Chicago the latter part of this week.

Louis Cruveilher, traveling representative for B. Gunthel, American agent for Val St Lambert glassware, etc., is planning to leave on his regular spring trip through the middle west on Sunday.

Bernhard Wicke, sales manager for Cox & Company, returned to his desk on Monday after being confined to his home at Richmond Hill, L. I., for over two weeks with a severe case of erysipelas.

E. C. Ledger, with the Wm. S. Pitcairn Corp., who was seriously ill with pneumonia at his home in Brooklyn for a month, was able to return to business last week, but is still feeling a bit shaky from his experience.

Geo. Leary, formerly buyer for F. & W. Bauman and the L. M. Blumstein stores, has been engaged as buyer for Bier Bros., Niagara Falls, N. Y., where he assumed his duties on Monday of this week.

Another buyer to depart for Europe, who has arranged to sail on Saturday, is Felix Kohn, with "Hillman's," Chicago, who will spend several weeks in the various foreign markets.

"Ted" Lorenzen is staying at the Broztell this week while here on his initial buying trip for Pettis D. G. Co.

Mr. Powers, formerly buyer for Sage, Allen & Co., Hartford, Conn., is now buying for the Stewart D. G. Co., Louisville, Ky., taking the place of Mr. Mitchell, who formerly bought for the concern for three years.

Alfred H. Holbrook, president of Geo. F. Basset & Co., who has been in Europe visiting the various factories represented in this country by the concern, returned aboard the Cameronia on Wednesday, after being away for two months.

James Bryce, son of Marion G. Bryce, head of the United States Glass Co., was married on Wednesday eve-

ning, March 1st, to Thelma, daughter of Mr. and Mrs. Isaac Newton Harkless, Pittsburgh. The ceremony took place at the home of the bride's parents and was witnessed only by the members of the immediate families. Mr. Bryce is also connected with the United States Glass Co.

## Obituary

### BERNARD GUNTHEL

The death of Bernard Gunthel, which occurred on Wednesday, March 1st, takes another of the pioneer glass ware importers from the trade, whose association with it, in this country, dates back to 1876. Mr. Gunthel was widely known throughout the country as the American representative for the well known Belgium glass factory of Val St. Lambert and during his many years in business, had made a host of warm friends in the trade, who will receive the news of his demise with a great deal of regret. Mr. Gunthel's health began to give way in 1916 and he was forced to give up active business. His son, Alfred B. Gunthel, who was associated with his father, then assumed full charge of the business and has continued it since. Mr. Gunthel entered a sanitarium at White Plains, N. Y., about five years ago, where he died from causes attributed to his advanced years. Mr. Gunthel, who was seventy-seven years old, was born near Dresden, Germany, and as a young man entered the Val St. Lambert factory in Belgium in 1871. He showed such unusual efficiency and aptitude for the business, that in 1876 the firm sent him to America to open an office in New York. He is survived by one son, Alfred B., now in charge of the business, and two daughters, Mrs. Henry Underhill and Mrs. Bernard Murray, of Glen Cove, L. I. Funeral services were held at Mr. Gunthel's late home, Sea Cliff, L. I., last Saturday afternoon.

## Haviland & Co. Buy Property

Haviland & Co. have acquired the dwelling at 9 East 36th Street, sold recently by Mrs. S. A. Robinson through the brokerage firm of Frederick Fox & Co. Some time ago the old and famous china firm acquired the property at 13 and 15 East 36th Street, adjoining, so that they now control a frontage of 131 feet on Thirty-sixth Street and are well prepared to expand their floor space whenever this is desired.

Your advertising represents you with the people who are not personally familiar with your store. People who never met you personally, who have never been inside of your store, will form a definite opinion of you and of your methods from your advertising.

## Buyers in New York

MARCH 2, 1922.

C. H. Treuman, house furnishings, Root D. G. Co., Terre Haute, Ind., 23 East 26th Street.

A. Hutzler, china and glassware, Hutzler Bros., Baltimore, Md., 352 Fourth Avenue.

L. Cromptin, toys, china and house furnishings, Harris-Emery Co., Des Moines, Ia., 352 Fourth Avenue (Kirby, Block & Fisher).

A. K. Meinecke, toys, Meinecke Toy Co., Milwaukee, Wis.; McAlpin.

S. M. Averill, lamps, G. H. Guest, house furnishings, Jordan-Marsh Co., Boston, Mass., 432 Fourth Avenue.

L. J. Wagner, Toys, E. Kennets, lamps, J. N. Adams & Co., Buffalo, N. Y., 16 West 39th Street.

C. B. Sharple, glassware, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

P. E. Keller, house furnishings and toys, Roshek Bros., Dubuque, Ia., care M. A. James, 43 East 25th Street.

J. H. Auslander, house furnishings, Auslander Stores Co., Uniontown, Pa., Pennsylvania.

MARCH 3, 1922.

W. Behringer, house furnishings and toys, Hess Bros., Allentown, Pa., 220 Fifth Avenue, care F. Atkins.

J. H. Auslander, house furnishings, Auslander Stores Co., Uniontown, Pa., Pennsylvania.

Miss V. Dorll, Mrs. H. L. Boughton, china and glassware, H. L. Boughton Co., Catskill, N. Y., Continental.

A. A. Hill, china and glassware, Hutzler Bros., Baltimore, Md., care of Kirby, Block and Fisher, 352 Fourth Avenue.

M. L. Brown, dolls, Miller, Rhodes & Schwartz, Norfolk, Va., care D. G. Union, 432 Fourth Avenue.

MARCH 4, 1922.

L. Linz, toys, Manasse Bros., Las Cruces, New Mexico, 1238 Broadway.

MARCH 6, 1922

R. Frazer, toys, R. Frazer, Utica, N. Y., Claridge.

H. A. Gatts, toys, dolls, O. L. Stanard D. G. Co., Huntington, W. Va., 377 Broadway, Room 610.

J. S. Williams, toys, Joske, Bros., San Antonio, Tex, Kirby, Block & Fisher, 352 4th Ave.

Leon Katz, general mdse., Katz Bros., Honesdale, Pa., Martiniue.

M. L. Kahn, mdse. manager, Chicago Mail Order Co., Chicago, Ill., 368 6th Ave.

F. A. Dodge, toys, J. F. Hink & Son, Eureka, Cal., 105 Grand Street, Jay Co.

J. B. Hoffman, toys, J. B. Hoffman, Harrisburg, Pa., Imperial.

MARCH 7, 1922

Mr. Newbrick, toys and china, Crowley-Milner Co., Detroit, Mich. 116 West 32nd Street (A Fantl).

T. H. Whan, toys, Elliott, Taylor, Woolfenden Co., Detroit, Mich., 220 Fifth Ave. (F. Atkins).

M. L. Ichenhauser, glass and glassware, M. L. Ichenhauser, Evansville, Ind., Pennsylvania.

M. L. Harris, house furnishings, Harris Bros., McKeesport, Pa., Pennsylvania.

F. R. Martin, glassware and lamps, F. R. Martin, Detroit, Mich., Claridge.

T. C. Lorenzen, china and glass, Pettis D. G. Co., Indianapolis, Ind., 240 Madison Ave.

S. E. Price, house furnishings and toys, Powers Merc. Co., Minneapolis, Minn., 18 West 39th Street.

O. D. Kelchner, toys, W. L. Milner Co., Toledo, Ohio, 116 West 32nd Street, care A. Fantl.

F. P. Donahey, toys, Chas. H. Baer & Co., York, Pa., Imperial.

N. M. Harrison, toys, Beal, Burrow D. G. Co., Little Rock, Ark., 395 Broadway, R. A. Keller 15th floor.

W. H. Bader, toys, Hens & Kelly, Buffalo, N. Y., Fellows Buying Corp., 1164 Broadway.

R. G. Pendelton, mdse. manager, Morehouse, Martins Co., Columbus, O., care Chas. A. Cook, 276 5th Ave.

B. L. Strauss, house furnishings, L. Hammel D. G. Co., Mobile, Ala., care Baer & Lilienthal, 1150 Broadway.

L. Schwartz, mdse. manager, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway.

MARCH 8, 1922.

R. Evans, china and house furnishings, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

H. S. Morehouse, general mdse., Halle Brothers, Cleveland, O., 220 Fifth Ave., care F. Atkins.

W. P. Dennison, toys, Erie D. G. Co., Erie, Pa., 432 4th Ave.

H. R. Howe, house furnishings, Hills, McLean & Haskins, Inc., Binghamton, N. Y., care L. D. Rothschild, 44 East 23rd Street.

B. Brooks, house furnishings, S. F. Iszard & Co., Elmira, N. Y., D. G. Alliance, 404 4th Ave.

M. H. Blakeley, house furnishings, china, glassware and toys, Long's, Inc., Erie, Pa., A. H. Meyer, 6 West 32nd Street.

I. A. McGregor, china and glassware, Lynchburg Crockery Co., Lynchburg, Va., Imperial.

James Wheeler, A. Dreher and J. B. Van Etten, house furnishings, The Van Etten Co., Stroudsburg, Pa., Breslin.

## France Hard Hit by Competition

Practically all branches of the glass industry are represented in eastern France," says Consul Paul H. Cram in a recent article in the U. S. Commerce Report. Some of the establishments manufacturing artistic glass and crystal tableware have been in existence for nearly two centuries. Lenses, watch crystals, mirrors, bottles, and window glass are also manufactured in considerable quantities.

Depression in this industry has been particularly severe. Furthermore, future prospects are reported to be very unsatisfactory. Many establishments have been closed since last spring; others work short hours at a loss in order to retain their personnel. The acuteness of the depression is due not only to reasons of a general character which have affected all industries, but also to various special conditions prevailing in the different branches of the glass industry.

### COMPETITION OF NEIGHBORING PRODUCERS

The present situation is attributed in large measure to the competition of Czechoslovakia—competition that is all the more effective on account of low exchange. Before the war that country possessed over 200 glass works; since then three more large establishments have been constructed. Inasmuch as machinery has been substituted for handwork in most of the older factories, production has increased considerably. The president of the Syndicate of Glassmakers in France has furnished interesting statistics with reference to the relative cost of production in France and in Czechoslovakia. Glass ceiling fixtures for lighting purposes are offered in the local market by the manufacturers of Czechoslovakia for 6 francs, whereas the cost of producing similar goods in France amounts to 12.25 francs. A glass dessert dish, which costs to produce 12.10 francs in France, is offered by Czechoslovak firms at 7.60 francs, this price including transportation charges and custom duties.

Until recently local manufacturers of crystal ware shipped considerable quantities to Germany. However, it is now reported that, owing to the low purchasing power of the German mark, exports have diminished.

It costs money to keep books and to maintain a cost system. It costs money to make an investigation of market conditions. It costs money to get down to the basic facts of production difficulties. But until the facts are marshalled, the problem cannot be understood, and to solve a problem without understanding it is impossible.—*Hewitt's Magazine.*



# POINTERS FOR BUYERS

**TIMELY TIPS FOR  
LIVE MERCHANTS  
IN SEARCH OF THE  
LATEST IN AT-  
TRACTIVE WARES**

## Delightful Things in Westmoreland Line

The exceptional attractiveness of the Westmoreland Specialty Co.'s new line for 1922, is creating a great deal of favorable comment. It was a great success at the Pittsburgh Exhibit, and was again one of the hits of the Chicago show. The factory's New York representative, the Horace C. Gray Co., have given the line a most attractive display at their salesroom in the Fifth Avenue Building, where it is also proving of more than ordinary interest. There are so many items worthy of note that it is difficult to pick out any particular articles or designs as deserving of special mention, for they are all good. One of the very beautiful items is an aquarium, in a new deep flared shape, in optic crystal, with a wide band decoration of water lilies. Another has a two toned blue fancy figured band, with fish designs in bright red, yellow and black. Then there is a new cylinder shaped aquarium, in a light amber color, with an etched water lily and cat tail design. There are also very pleasing shapes in candlesticks in this beautiful amber color, with an etched continuous leaf pattern. A plain color, which is all the vogue this season, is known as Nancy Red. This is applied under the glaze, and is proving a great favorite. Another extremely popular and very striking treatment, on an excellent selection of items, is a black lattice border effect, in combination with solid colors, such as lilac, yellow, orange, green, French gray and Nancy red. Among the many items in which this decoration is shown, is a salad set, consisting of a large plate with a mayonnaise bowl and ladle in the center, chocolate boxes, fruit centers, vases and candy jars. These are only a few of the good things to be seen in the comprehensive showing, which is the most extensive line the factory has ever turned out.

## Royal Lustre Ware

Frederick Skelton, 200 Fifth avenue, is displaying a new glassware creation of the Diamond Glass Ware Co., known as "Royal Lustre." This line recently created a great deal of favorable comment at the China and Glassware Exposition at Pittsburgh and is being very favorably received by the buyers at Mr. Skelton's salesroom. It is of a beautiful royal blue color with a rich silvery iridescent lining, which reflects every color of the rainbow. It is made in a list of most salable items in new shapes.

## Torlotting's Lines Augmented

The salesroom of E. Torlotting, 35 West 23rd Street, is a most interesting place for the buyer these days, with an array of delightful new things from the various factories he represents. It is quite safe to say Mr. Torlot-

ting has never had a more thoroughly attractive line from the well known French factory of Christalleries De St. Louis than he is displaying at the present time. The beauty and novelty of the decorations make an immediate appeal. The richness of a new royal blue color with deep gold encrusted band with a fine lace like etched edging is indeed lovely, as is also the same treatment with part of the pattern encrusted on a frosted background. A quaint shaped candy jar, with crystal foot and cut crystal stopper with the encrusted border decoration. This is beautiful. This is a very lovely combination, the crystal and blue offering a very attractive contrast. The royal blue line has a choice of well selected items from which to choose such as candlesticks, puff and powder jars, footed bowls, vases, mayonnaise bowl and plate and flower centers. A delicate amethyst color is another creation of the St. Louis factory in an optic glass with a dainty etched pattern. Then there is a new pistachio color shown in various articles and a new rock crystal cutting that is unusually good and reasonably priced.

## Business Briefs

Declaring that German competition is wrecking the American toy manufacturing industry, officials of the Bobby Toy Shops, a Rockford, Ill., corporation, has filed a voluntary petition in bankruptcy in Federal Court. Assets of the concern are listed at \$4,966.62 and liabilities at \$8,251.91.

Despite an increase in business during the last two weeks, gross sales of Sears, Roebuck & Co. during February fell to the lowest level since July and ran 11.35 per cent behind February of last year. Sales totaled \$12,413,308, compared with \$14,188,422 in January and \$14,003,299 in February, 1921.

A new department store of some ten or twelve stories is planned for erection on the Federal Building Block, facing Olive, Locust, Eighth and Ninth streets, St. Louis, Mo. The construction of a combination department store and office building on this block would have a wholesome effect on this part of the city, the development of which has been retarded by the Federal Building by reason of its character, it is declared.

Martins, importers of china crystal and art novelties, have leased for several years the entire ground floor of the Pembroke Building, 195 East Broad Street, Columbus, O. This is the same company that operates a similar store in Detroit, Mich., with Frank R. Martin as European representative.

*(Continued on page 30)*

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

PRODUCTION of dinnerware in the East Liverpool pottery district is increasing. The output of the district based upon kiln fuel consumption is now estimated at between 85 and 90 per cent of capacity. Operating a generalware pottery at 90 per cent of capacity is just about as much as a plant can do. Managers say, this is due to the inability to keep the entire force employed steadily from day to day. For instance, this or that clay shop crew may remain idle just because one of their number did not appear for work, or from some other cause beyond the control of the operators. However, when the district is having an output of 90 per cent of possible capacity, a large volume of ware is being produced.

Shipments from the local district during the first two months of this year are quite in excess of the volume for the corresponding months of last year. Carlot shipping is active, but of course, the bulk of shipping has been in packages.

William C. Lynch, sales manager for the Taylor, Smith & Taylor Co., is now covering the western territory for this firm.

F. F. DeBolt, president of the Sterling China Co., whose plant is located in Wellsville, O., declared this week that an effort is to be made to increase the output of the pottery to 100 kilns this year. Last season 52 kilns were put through. The firm has changed its line, and will hereafter confine its production to hotel and restaurant ware, the teapot line having been discontinued.

William L. Smith, Jr., general manager of the Taylor, Smith & Taylor Pottery Co., was elected Exalted Ruler of the East Liverpool lodge of Elks at its annual meeting the evening of March 2. He will assume his office in April.

Fred C. Kline, who is now traveling through the south with the Knowles, Taylor & Knowles Co.'s line, will not be able to open his new sample room in Dallas, Texas, until about April 1. The new sample room is now being arranged, and it will be the most elaborate of the character established in the southern territory.

Among buyers who have been in the local market within the last few days are the following: M. Berlin, Pittsburgh, Pa.; J. Gutkin, Rochester, N. Y.; H. C. Prange Co., Sheboygan, Wis.; D. F. Baker, with C. M.

McClung Co., Knoxville, Tenn.; Mr. Lockwood with A. H. Hews & Co., Cambridge, Mass.; Mr. Keller, with Roshek Bros. Co., Dubuque, Iowa; Mr. Whitney, of Whitney & Co., San Diego, Cal.; Mr. Werner, with Radin & Kamp, Fresno, Cal.

An excellent demand for rockingham and yellowware prevails, and kilns producing this class of ware in this district are working at top schedules.

Not in years has the demand for commercial photographs been so active in the pottery trade as is recorded this season. The jobbing interests are the purchasers of these photographs, and this would seem to indicate that these distributors are very active in soliciting new business.

President Homer J. Taylor of the K. T. & K. company and Mrs. Taylor are spending a few weeks in Miami, Fla.

Monroe Patterson, head of the Wellsville China Co., of Wellsville, O., has left for Mt. Dora, Fla., to spend the balance of the winter season.

Potteries in the Sebring district are quite active now. Production is practically on a normal basis, and campaigns for new business resemble the times of yore. Practically all plants at Sebring are getting in reserve stocks of coal, so that in the event of a coal shortage there will be very little inconvenience in plant operations.

The Hall China Co. is now operating its two plants on a basis of about 80 per cent of capacity. Their No. 1 shop is working full time, while their No. 2 plant is steadily increasing its output.

Hugh Nevin, correspondent for the Knowles, Taylor & Knowles Co., has returned from Rochester, N. Y., where he attended the funeral of his brother, John H. Nevin, secretary of the Dudley Given Co., cutlery manufacturers.

A report has been received here that Thomas A. Neely, for some years buyer of china and glass for the Strouss-Hirshberg Co., at Youngstown, and who recently resigned that desk, will open a gift shop in Youngstown. Mr. Neely is now in New York.



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

WHILE the volume of business placed with glass manufacturers during January and February has been admitted larger than for the corresponding months of 1921, and that the number of packages shipped during the same term is greater than the record for the same months a year ago, yet it has been declared that room for improvement still exists. There are some lines in very good request, while others have only a nominal demand. Those factories which have limited lines are now crowded with business, but those concerns which have a large variety of items do seem to be getting business.

"Jake" Kornfelder, manager of the china and glass department for the Kaufmann & Baer store, has sailed for Europe, where he will remain several months.

Since results of the recent Chicago Exposition have been canvassed here, there is some ground for believing that should this sales event be arranged for next February, a number of concerns who did display in Chicago last month will not be found listed on the roster. It was learned from very high authority here this week that some glass concerns were not satisfied with results, their reason being that the Chicago Exposition was arranged to open "too close upon the heels of the Pittsburgh Pottery and Glass Exposition." The sentiment is growing in this district that should Chicago stage a display next year, it should be carded for August, as buyers would then have finished their mid-season inventories and would then be ready for their fall and holiday buying.

Harry A. Ross, sales manager for the Pittsburgh Lamp, Brass & Glass Co., has returned to his desk after spending three weeks visiting the eastern sales offices of this concern.

There has been a slight increase of late in the demand for oil lamps, but nothing out of the ordinary, when the season of the year is considered. It has been related that there will always be a demand for oil lamps, even in large cities, as there are certain quarters in every city where the old fashioned oil lamp is still in constant use.

Electric fixture manufacturers who have been in the habit during the last few years of showing their designs without lighting glassware with the exception of balls or handles, have taken a lot of business from lighting glass manufacturers. The manufacturers, however, are showing their fixtures with bulbs but, as Robert G. West, of the Pittsburgh Lamp & Glass Co., has observed: "Those who buy fixtures have to have bulbs, and the dealer who

sells the fixture might as well receive an extra profit from selling shades as go without it. It seems to me that if lighting glassware salesmen impress this thought upon those who sell fixtures, a lot of new business could be secured."

Instead of holding its quarterly meeting in March, the Glass Association will not convene here until April. The sessions will be held in the general offices in the House Building, across Smithfield street from the old Monongahela House, a location so well known to all glass manufacturers.

The season of the year is approaching when the demand for cemetery flower vases or holders will increase. Some business for this line has been placed within the last fortnight.

At the annual meeting of the stockholders of the Hazel-Atlas Glass Co., held last week in Wheeling, W. Va., C. N. Brady and W. S. Brady resigned from the board. Their successors are Alfred J. Brady and J. H. McNash. No date has been set for the organization of the board. The financial report of the corporation is considered very satisfactory, when the general business condition of the country is taken into consideration for the last fiscal year.

Active operations continue at the plant of the Fostoria Glass Co., at Moundsville, W. Va. The No. 1 plant of this company has been started and the output has been steadily increasing.

Following an idle period of one week, due to the death of A. H. Heisey, the plant he founded at Newark, O., has resumed work.

All salesmen for the United States Glass Co. are now on the road, Walter Jones and Samuel Frazier leaving a few days ago for their western and northwestern territories. Donald Fisher is now traveling in the south and is forwarding a favorable amount of business from that territory.

A report is current that a department store buyer who sailed for Europe a month ago took with him a lot of American-made glassware for the purpose of having the same items duplicated in European factories for the account of his firm.

The majority of the glass manufacturers in this district are reporting an increase in the number of packages.

(Continued on page 30)

BOSTON OFFICE  
417  
MASSACHUSETTS  
AVENUE  
ARLINGTON

## BOSTON NEWS NOTES

CONSTRUCTION work has been started on a new five story addition to the already spacious store of Frank Ferdinand, Inc., of "blue Store" fame, at the corner of Washington and Warren streets, Roxbury. The annex is to have five acres of floor space and has several display features in the plans including display platforms on the staircases and second floor show windows. This last feature is quite an item considering that all elevated trains pass on the Washington street side of the building. One entrance to the building will be from the elevated structure itself at the Dudley street station, which is used by thousands of persons every day.

John Erskine of Swift & Turner Co., Augusta, spent one day in Boston on his way to New York. A number of his friends who haven't been very far away from the nest during the past year or so took the opportunity to say hello at his hotel.

John S. Thatcher, who will be remembered by many of the older traveling men as the buyer for the L. B. King Co., Detroit, was one of the visitors at the Wedgwood display at Youngs, presided over by George H. Ser-

vice. Mr. Thatcher who is now in the Real Estate business with an office in the Pemberton building says he still gets the advance cards from Mr. Service and always makes it a point to call on him.

Jacob Bernard, Salesmanager for the T. E. McNicol Pottery Co., East Liverpool, was in town during the week calling on their agents. Mr. Bernard attended the K. of C. games at Mechanics Hall and said they gave him the same thrills he did while attending his own Alma Mater.

H. P. and H. F. Hunt are establishing for themselves an enviable reputation as a "Gift Shop Exchange." In one of their spacious show rooms on the second floor of their building they have collected an unusual display of favors, household utensils in attractive boxes, toy furniture and other toys in the popular book form, doll furniture desk sets and smoking sets, games, artificial flowers, table lamps, decorated woodenware, candy baskets and boxes and a line of Philippine baskets. These are shown with samples of unbreakable pottery, Dutch silver desks and table sets and countless other articles.

# Henry Witte

*Announces*

## HIS REMOVAL

*to*

### 24 West 23rd Street

(3rd Floor)

### NEW YORK

*And cordially invites  
inspection of many inter-  
esting items comprising  
his new lines for 1922*

# H. A. DIEHL

Moved to 24 West 23rd Street  
New York City

## *Everything New*

### Larger Quarters

### Larger Lines

### Lower Prices

Everything in Cut and Decorated  
Glassware from Punch Bowls to  
Individual Salts. Many Specials



# In the Household Utility Aisle

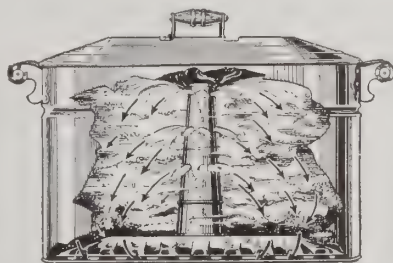
Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners that Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

## Practical Household Utilities for Gifts

THE all-around household utility store, carrying hardware and culinary devices, has almost become a gift center, since the large amount of kitchen necessities demanded for remembrances during the 1921 financial depression. Gifts for practical service have been more popular within the past year than in former years, and since the large influx of electric devices, there has been an increasing call for up-to-date time and labor-saving appliances. Many people have been obliged to curtail expenses and live without servants in a smaller and less expensive manner, and housewives have been called upon to do much of the housework, ironing, etc., hence the growing demand for electric utilities. These time-saving devices are becoming quite the proper gift for brides and even are much used for shower and wedding anniversary tokens. This is a timely signal for storekeepers to keep well supplied with these desirable culinary devices, as the coming season for household gift specialties promises to be a "touchdown" for trade in these lines. Keep the larder filled with popular lines, is the "foreword" of the enterprising dealer.

## Washing by Percolating

An efficient device for washing clothes is manufactured by the Erie Metal Products Co., Erie, Pa. The "Percolo" Washer is made of copper and nickel, and is rust and corrosion proof. The operating principles of this utility are steam pressure and percolation. This novel device, which may be placed in the bottom of the boiler, forces up through its spout four gallons of steaming suds per minute, passing out through the small openings at the top of the spout, thus entirely covering materials to be washed. The powerful vacuum caused by the rising steaming suds from the base of "Percolo" through the spout causes an irresistible pull on its outer edges, which draws down the four gallons of suds through the clothes. The continuous passing and re-passing of the suds through the clothes accomplishes the results with ease and comfort. This powerful circulation saves rubbing and scrubbing that frays, and the wear and tear of articles laundered in the old hand way. "Percolo" has been tested by many large concerns with entirely satisfactory results. Simplicity, sanitation, efficiency and low price have established the "Percolo" washer a ready market.



## A Perfect Window Washer and Duster

Perfection is an asset with any article and when this quality is demonstrated and proven there is nothing wanting to establish its favor and success. A long felt necessity for the busy housewife is a safe and successful window washer and duster, and one that will clean the upper outside panes of windows as well as the inside. The Perfect Window Washer and Duster, manufactured by the Perfect Window Washer and Duster Co., Amsterdam, N. Y., endorsed by the Tribune Institute, is a product worthy of all its claims, for it will wash and dust the outside panes efficiently from the inside with perfect



For Cleaning Outside the Window

safety and comfort, avoiding possible serious accidents. The illustration shows its dependable construction. The Perfect Window Washer and Duster is also indispensable in reaching out-of-the-way nooks and crevices, which the old type of duster failed to do. With the use of this excellent window cleaner, the drudgery of keeping windows bright and clean becomes a delight. There is nothing more offending to the eye than dusty and unwashed windows. With the Perfect Window Washer and Duster, windows can be kept shining bright and a credit to the mistress of the home. Every home, school, club, hospital or large institution should not be without this novel, dependable and time-saving device. Reasonable price brings this utility within the reach of the most economical pocketbook. Do not delay—get the Perfect Window Washer and Duster habit.

## A Rapid Ice Cream Freezer

Ice cream has been used in greater quantities within the past year than ever before, and a quick and ready service freezer meets with instant demand. A new freezer offered by the New Standard Hardware Works, Mount Joy, Pa., is a machine which will make smooth, velvety ice cream in little time and with little effort. The long and tedious work of making ice cream has been one of the most irksome tasks for busy housewives, and an ice cream freezer that will obviate and lift the dreaded burden of this work, is welcomed with enthusiasm. The "New Standard" is made of all steel, heavily retinned,

(Continued on page 30)



**MAYER  
CHINA**

**VITRIFIED HOTEL WARE**

ROUND EDGE THICK  
PLAIN WHITE DECORATED

FOR

HOTELS HOSPITALS  
CLUBS CAFETERIAS  
RAILROADS - STEAMSHIPS  
RESTAURANTS

**THE MAYER CHINA CO.**  
BEAVER FALLS, PA.

**GOLD ENCRUSTED  
AND  
HAND PAINTED  
CHINA  
and GLASSWARE**



4291-Jar. Dec. 40

**WHEELING DECORATING CO.**  
WHEELING, WEST VIRGINIA

**REPRESENTATIVES:**

*R. E. W. Newton*  
706 Heyworth Bldg.  
Chicago, Ill.

*U. S. Crockery &  
Glass Exchange*  
922 Chestnut St.  
Philadelphia, Pa.

*I. Silverberg*  
2 E. Twenty-third St.  
New York, N. Y.

*F. A. Wallenhorst  
& Co.*  
21 N. Liberty St.  
Baltimore, Md.

*Bartlett & Straight*  
Los Angeles, Cal.



**W**E can help you tone up your stock to get more business. Come and see our new Spring importations of—

Chinaware, Bronze and Pottery Lamp Bases, Serving Trays, Baskets of all kinds, etc.

Our artificial flowers are now receiving unusual demand on account of their beauty. They help to sell your vases and bowls.

**MOGI, MOMONOI & CO., Inc.**

105-107 East 16 Street New York, N. Y.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

**B**USINESS is on a better basis in Chicago for the retailers, the mail order houses and the wholesalers. The retailers have passed through their most trying times and the inventories reflect a much healthier condition than one year ago. The mail order houses, although not doing a rushing business, are slowly but surely recovering. The annual report of Sears, Roebuck & Co. makes a sorry showing as to earnings during the past year, but the balance sheet statement of what remains after a most difficult year indicates that the company has done a thorough job of housecleaning and is now on a firm foundation for 1922. A surplus is being earned at the present time, and the officials say this will be a profitable year.

The Classique Lamp Studios, Milwaukee, have announced that Guerin, Pouyat, Elite, Ltd., New York, have taken over the sales of Classique Lamps for the East. J. C. Fisher of New York, formerly representing the Classique Lamp Studios, has joined forces with Guerin, Pouyat, Elite, Ltd., and will personally direct the Eastern sale of the Classique line. It has also been announced that L. W. Geffine, 220 Devonshire street, Boston, will represent the Milwaukee firm in New England.

The 1922 line of the Aladdin Thermalware includes two very attractive new sales building items for dealers, namely, the Aladdin Thermalware Jar and the Aladdin Thermalware Dish. The latter, which is illustrated here, is an entirely new product, with a threefold purpose. It

is a cooking, serving and heat-retaining dish, the insert of which is an enameled stove or oven dish used to prepare the food. When the food is ready to serve the insert is placed in

an ornamental outer with an insulated cover. Food will retain its heat in this dish for more than two hours and the whole is a very handsome ornament for the table, finished in nickel, copper and silver. Another addition to the Aladdin line is a steel encased jar, Brewster Green enamel finish. The jar has one gallon capacity and a four-inch opening, making it suitable for both solids and liquids. With its heat retaining ability, this jar has become popular for camping, fishing and autoing as well as for many uses in the home. Both of these popular priced items are made by Aladdin Industries, Inc., 609 Lake street, Chicago.



The Kammers Mfg. Co., 5941 South Loomis boulevard, Chicago, was incorporated last week for \$50,000. The new firm will manufacture and deal in toys and novelties. Those interested in the company are Matthew Kammers, John Pleet, George Paget and William Pleet.

The Garfield Lamp Co., 3935 West Madison street, Chicago, was incorporated recently for \$20,000. The firm will deal exclusively in lamps and shades, candlesticks and book ends. Robert Witz, Sidney Witz and Irvin S. Gelman are the members of the firm.

The Perfection Aluminum Co., Lemont, Ill., has been organized to manufacture and sell a line of aluminum goods, cooking utensils, etc. The plant will be located at New avenue and Lockport street. Those interested in the company are Moral B. Kieft, Ralph R. Strand and William C. Summers.

A. G. Hallgren, representing Mercer Pottery Co. and Iroquois China Co., who recently opened offices in the Garland Building, is very much encouraged over business done during his first weeks. In addition to his regular hotel and dinnerware lines, he is in charge of the sale of the products of the American Vacuum Bottle Corp. line in nine states adjacent to Chicago. This is a new popular priced vacuum bottle made in a variety of sizes and finished in aluminum or nickle. This company also manufactures an attractive lunch kit, which Mr. Hallgren is finding a ready seller.

The Chicago manufacturers and manufacturers' representatives selling gift merchandise are forming an organization to further the gift shop business throughout the country. Two meetings have already been held, the first in the offices of the Steinbeck Co. and the second in Parlor O of the Palmer House. More than twenty-five manufacturers and representatives of factories were in attendance at these meetings. A permanent organization with offices and set policies and aims is now in the process of formation. It is still a question whether the men will make this a local or national organization. Chicago is a growing center both for the manufacture and sale to gift shop goods of all kinds, and is, therefore, a logical place to establish such an association as the gift shop men are planning. Another meeting will be held within the next ten days.

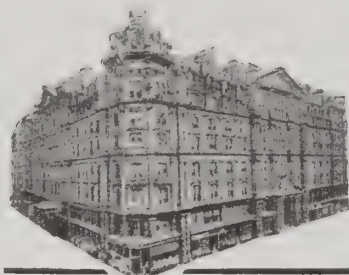
The American Utilities Manufacturing Co., 323 South La Salle street, manufacturers of dishwashing machines and washing machines, have joined the Chicago Association of Commerce.

# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## Visit the PALMER HOUSE



### And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
COOKING UTENSILS  
Vitrified Porcelain, Plain and Decorated  
ROLLED EDGE HOTELWARE  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

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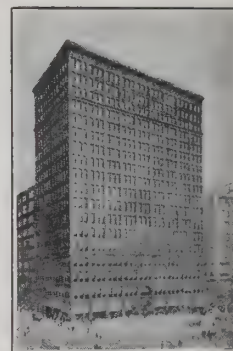
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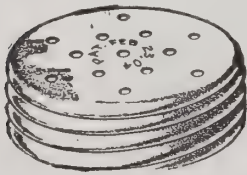
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## In the Household Utility Aisle

(Continued from page 25)

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## Glass Factory Activities

(Continued from page 23)

ages shipped during the first two months of this year, but at a value less than sold for during the corresponding period of 1921. A year ago the market was about 25 per cent higher than it is today.

Wholesale drug houses who feature soda fountain glassware have started to buy futures. Some merchandise of this character has gone forward from the blown factories, and the demand for the line during the first and second quarter of the year is expected to exceed the volume purchased for the same term last year.

## Business Briefs

A. M. Adams has opened a new house furnishing store at 183 Moody St., Waltham, Mass.

The Twenty-five Cent Store, Forestville, Conn., has changed hands. Hjalmar Nelson is the new owner having purchased the business from Emily S. Zerrid of Bristol, Conn.

The F. W. Woolworth Co. has leased the Lamport block, 459-465 Essex St., Lawrence, Mass., and it is rumored that the present store will be vacated in favor of the new location.

The McCroys will open a five and ten-cent store in the building formerly occupied by Clary & Stacy, Gaffey, S. C., as soon as alterations now being made are completed, with C. T. Seitz in charge as manager.

The Roman Fitser Co., New York, has been incorporated to manufacture lamp shades and art objects. Capital, \$10,000, and incorporators, F. P. Price and S. Woronoff.



# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

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## AS THE EDITOR SEES IT CASH OR CREDIT—WHICH?

THIS is one of those important questions which is easier asked than answered. In fact, it may be answered in two ways, but the only person capable of giving the correct answer is the individual merchant. And this is so, because to credit or not to credit is altogether dependent upon the store and its policy and the class of patronage it serves. If the store happens to be one of the many whose profits are gleaned from the cheaper class of trade the answer is obvious, for stores of this kind have, or should have, an established policy of selling inexpensive merchandise on the closest possible margin of profit. A store of this class must depend upon big turnover for its profits and keep its expenses down to the lowest possible level. To do this all service overhead must be cut to the quick, and as credit and delivery are the two biggest items, these twins of big overhead must be eliminated. Woolworth stores are run on this policy and so are all stores which sell inexpensive goods at small prices.

CONSIDER the more pretentious store which stocks a fine class of goods and numbers among its customers the medium and best class of trade, and you must consider both credit and delivery as very essential factors. In stores of this kind the character of its customers demands all the refinements in selling which service implies. And the merchant is able to give it because his customers expect to pay for the superior and costly service which they receive. Consequently a store of this class usually carries a heavy volume of book accounts. But while charge accounts are a great aid in building business for the best stores, a good many of these stores carry the giving of credit too far. Even in the best specialty stores handling the best trade there should be a credit limit, for no merchant can afford to give unlimited credit without running off a big loss in the form of uncollectible accounts.

THE average store should, therefore, endeavor to encourage cash purchases so far as possible, and the sales force should be fully informed about it. Here is an instance which may drive this point home: A few days ago I was waiting for my change in one of New York's well known stores, when the sales girl asked a customer at my elbow if she wanted her purchase charged. In my opinion this was not the best way to handle the matter. Instead of asking if the customer wanted her purchase charged and thus suggesting and inviting her to book the account, why could not the sales person have asked the customer if she wanted to pay for her purchase? She could, of course, but she didn't, and very likely lost an opportunity to make a cash sale. This is a point well worth thinking over, for customers will in a good many cases act upon the suggestion of the sales person if the suggestion is well put.

AS a good business proposition cash is undebatably the best policy. A store can be managed more economically and goods sold on a smaller margin of profit for cash, but it is impossible to give the distinctive service which is so marked a characteristic of the exclusive shops. If your store is headed toward a cash basis it will probably be the wisest course to encourage it, but when you get on a cash basis your prices must be as low as your lowest competitor, for cash buyers are shopping for values and for nothing else. But if you are now giving credit, don't fail to check over your book accounts and promptly and courteously check any customers who are going beyond their credit limit. Don't use smart Alec collection methods, but write frank and courteous letters; be generous in sickness or death, but don't hesitate to lose a few customers who fail to pay promptly or who try to dodge their debts by making excuses and try to put one over on you by asking for more time and more credit.

# English China - Clay Trade Well Entrenched

Long Established British Industry Shows Noteworthy Growth—  
Many Uses for Clay Which in 1912 Reached Record Output  
of a Million Tons.

IN the sense that china clay is quite unlike brick-making, pipe, and ball clays, the term 'clay' applied to china clay is somewhat a misnomer, says the London Times Trade Supplement, discussing the china-clay industry, with reference to British production methods and to its uses for the clay. China clay is not dug out of the earth like other clays and ready for immediate use in its crude state, but is found mixed with coarse white sand and particles of quartz. It is obtained by means of open-pit working, the quartz, sand, and clay being washed to the bottom of the pit by hydraulic pressure. There the coarse material is kept back, while the clay passes in suspension in the water to the level, whence it is pumped to the surface. Here it passes over refining troughs, still in suspension, on to settling pits and tanks at the rear of elongated kilns. After the clay has settled the water is run off. The clay, then of the consistency of semolina pudding, is spread on the pan of the kiln to a thickness of about 9 inches. While drying it is cut into blocks of a size suitable for handling. The blocks are of a texture that can be easily pulverized. In this state the china clay partakes of the consistency of corn flour, without the stickiness of brick clays, and is pure and free from grit.

## CLAY HAS VARIED USES

The neutral nature of china clay is not the least of its many qualities, permitting its use in a variety of manufactures without fear of its having an injurious effect upon other materials used in them. China clay has become such an essential part in the manufacture of so many widely used commodities of household necessity—to mention the four most important, paper, pottery (including the finest porcelain and china), cotton goods, and chemicals—that in the future the increase in the demand for these things alone is bound to have a great effect upon the demand for china clay. In paper making china clay is largely used as a filler or loader in news and similar grades and as a coater and glazer in the more highly finished art papers.

A process discovered by a German chemist made possible the production of artificial ultramarine from china clay. Other chemicals in the manufacture of which china clay plays an important part are alum and alum products and sulphuric acid.

Never was so much attention paid as now to research for ascertaining the adaptability of china clay to new

uses. Two of the latest uses are for road surfacing (the materials therefor including china clay and rubber) and in the manufacture of soap. (In both rubber and certain classes of soap china clay has long been employed as an adulterant.)

## INDUSTRY WELL ORGANIZED

The growth of the English china-clay industry has been somewhat remarkable. A hundred years ago the total output was only 5,000 tons per annum; by 1870 it had jumped to 100,000 tons, 17 years later the 200,000-ton mark was exceeded, and in 1912 the record output of nearly a million tons was reached. Since then the industry has not enjoyed normal conditions, for in 1913 there was a strike and in the latter part of 1914 the war intervened. Cornwall is the chief producing county, turning out something like nine-tenths of the total quantity, the remaining tenth being produced by Devon. The production of china stone is confined to Cornwall; it is used entirely in the manufacture of pottery, being particularly in demand for hard porcelain and china. The tonnage figures of china stone are included in those for china clay and represent about one-twelfth of the total.

The English china-clay industry is highly organized, especially since 1918, when Associated China Clays (Ltd.) was formed for the mutual advantage of all concerned. Practically all the producing firms, from the largest to the smallest, are members of the association, all maintaining their separate identities and working as separate concerns without restriction of individual output.

The administration, control, and sales organization of the china-clay industry is centered in St. Austell, Cornwall, within a ten-mile radius of which the works producing the bulk of the china clay and china stone are situated.

Fowey is the principal port of the United Kingdom for the shipping of china clay," says Vice Consul Bernard F. Hale, Plymouth, England, in an interesting article in the U. S. Department of Commerce Report. "Some vessels load this cargo at Plymouth and the two ports of Par and Charlestown in Cornwall, but the shipments from these ports are relatively small. Fowey is only 9 miles distant from the main British source of the supply of china clay on the Cornish moors near St. Austell, and good railway service connects the port with the clay pits.



There are four loading quays situated in the estuary about 1 mile from the mouth of the Fowey River. The Great Western Railway has a monopoly of these loading berths as well as of the transport from the works. The present facilities consist of four stages built out at right angles to the railway, three of which are provided with wooden chutes into which the clay is tipped, a truckload at a time. These tipping stages load 300 to 400 tons each daily, the best performance recorded being 280 tons in three hours.

IMPROVED LOADING FACILITIES

The fourth staging is equipped with an electric transporter of the 'endless-belt' type, which carries clay up to a chute having an adjustable tube to direct the cargo to the hatches. The clay arriving in railway trucks is tilted into a chamber below the level of the truck, whence it falls onto the endless band. This transporter is capable of putting 1,000 tons a day aboard and can therefore load a vessel in about one-third the time required by the tipping stages.

"The loading facilities at Fowey are now being improved by the construction of a new jetty, to be equipped with two electric transporters. These improvements will greatly facilitate the loading and dispatch of vessels now calling at Fowey for china clay. At the loading berths the river is too narrow to turn any but short vessels, so most steamers have to be turned in the wider part of the river near its mouth and brought up stern first by tugs.

DECLINE IN EXPORTS

The war had a detrimental effect on the English china-clay trade. Exports are now little more than one-third the pre-war shipments. For 1921 exports of china-clay from the United Kingdom amounted to 247,000 long tons, against exports of 496,000 tons in 1920, 287,000 tons in 1919, and 630,000 tons in 1913.

"It is the loss of important markets in continental Europe that has done the most damage to the English china-clay industry, and this loss is accounted for by the present exchange situation, which makes the English product so dear for the buyer in France, Italy, and Germany, where the pound sterling has risen to more than double its par value. Consumers in those countries and in the Netherlands and Belgium (other important purchasers in normal times) are having to use more of their own domestic clays and clays from neighboring countries; but the English producers believe that the Continental buyers of china clay will be glad to place their orders again in England when the exchanges are more stabilized.

OUTLOOK FOR INDUSTRY

As regards present stocks of clay in Cornwall, one firm recently declared that the supply now on hand would be sufficient for six to nine months. Another view is that stocks will meet market demands for a whole year. There is, in consequence, a great slack in production, which works considerable hardship on the china-clay laborers. To alleviate the situation and prevent unemployment as much as possible producers are carrying out

certain development schemes, as well as allowing production to proceed a few days each week.

There seems to be little ground for optimism with respect to the future of the industry, yet china-clay merchants are not discouraged by their reverses, and are anticipating a slow but sure revival in the industry. It is believed that business will soon work up to at least one-half the pre-war average. This optimism appears to be based on a continuous and steady, but slow, recovery of some of the markets lost during the war and a very gradual increase of demand from English and other customers. Producers are confident that no substitute can permanently displace the Cornish clays, and that once exchanges return to somewhere near normal and there is a revival of business generally, there will again be a large demand for this English product.

A Plan to Stimulate Trade

With the idea of taking a definite forward step to reduce the unemployment throughout the country, the National Foreign Trade Council has sent a letter to various trade organizations inviting their cooperation in a plan which it believes will prove helpful in stimulating trade, by providing that a part of the proceeds of foreign loans floated here shall be spent for the purchase of American products. The letter calls attention to this pertinent fact, "The United States has an industrial establishment capable of providing much more than is needed to meet domestic requirements. The slackness of foreign trade is one of the strongly influential factors in our present business depression. The Foreign Trade Council believes that this depression might be substantially relieved by requiring foreign countries which are borrowing here to follow their loans with orders that would give work to American factories." All of which is sensible and a good business proposition but—and here enters one of the biggest obstacles to prevent the success of the plan. That the superior buying power of the American dollar as now shown by the difference in foreign exchange, actually creates too big an advantage for the seller and discourages anything like liberal buying of American goods for export. The proposed tariff likewise keeps foreign buyers out of the market and even if but a comparatively low tariff wall is finally erected, Europe will very likely require considerable urging to buy our goods as liberally as we are prepared to manufacture them. However, this is at least a definite step in the right direction, and we hope it will prove highly successful.

It is your duty to help clear the vision of others. It is your opportunity to put the troubles that you can not help out of your mind.

Today is the only hour you can lay your hands on. Yesterday is the dead past, and you don't want to touch that. Tomorrow is but a faith, and you can't hope to reach it. Tomorrow is always ahead.

Now, right now, is your only chance—grab it.—*Silent Partner.*

# Sidelights on Belgium's Glass Industry

A Brief Survey of the Rapid Growth of this Progressive Kingdom Which First Began Manufacturing Glass in the 14th Century—Effects of War Overcome and Production Now Comparable to Pre-War Capacity

**A**N interesting article stating that the rehabilitation of Belgium's glass industry has been carried on, in that country, with such zeal that practically all plants are now capable of equalling their pre-war production, appeared in a recent issue of the "World's Markets." It states that the industry in 1920 profited by exceptionally favorable conditions, but that during the first nine months of 1921, however, "production was cut down to some extent in order to maintain prices."

According to Dun's publication, the making of window glass marked the important Belgian industry. "While there are no documents to show the exact date of the establishment of the first factory, records of the Fourteenth Century have entries of licenses permitting certain glass makers to erect their kilns in the neighborhood of Charleroi, which has remained to this day the glass center of Belgium." The article then mentions many names of those who manufactured glass in Belgium. Continuing in part, it says:

By 1645, according to Hubart, there were three glass factories in this district. Two were in Charleroi and the other in the neighboring settlement of Hourpes. The royal archives of 1764 show that there were 14 factories making bottles exclusively, three factories making bottles and table glassware and three factories making table glassware and miscellaneous articles. In 1823 there were ten glass factories. In 1829 the 23 factories listed had an annual production of 19,756 cases of window glass and 4,236,700 bottles. In 1834 the number had increased to 37, with an annual production of 35,000 cases of window glass and 6,300,000 bottles. In 1874 there were 53 glass factories listed.

About this time, however, a new type of kiln, or furnace, was introduced so that the number of factories began to decrease, while the production was considerably increased. In 1886 there were but 41 glass factories, with 216 kilns, corresponding to 1,300 pots, or crucibles. By 1911 the number of factories had dropped to 21, two less than in 1829, but with an annual production of 4,500,000 cases of window glass, as compared with 19,756—nearly 230 times as great. By 1913 production had increased to such an extent that Belgium was able to export 40,599,441 kilos (1 kilo equals 2.2 pounds) of plate glass; 207,182,901 kilos of window glass; 5,577,251 kilos of bottles, flasks, demijohns and ordinary glassware; 31,422,287 kilos of goblets; and 5,067,785 kilos of marble glass, plaques, slabs and tiles, having a total value of 104,701,754 francs.

One of the most interesting branches of the industry is in the manufacture of mirrors. The majority of the factories are replete with modern equipment, which has per-

mitted an enormous increase in production. In 1911 the total output was valued at 29,000,000 francs, and, before the war, the exports were as high as 42,000 tons a year. In normal times between 5,000 and 6,000 workmen are employed. The sale of mirrors is now regulated by a syndicate.

Many of the small factories specialize in articles of flint glass, or crystal. There are at present 35 plants producing tumblers, bottles, lamp chimneys, reflectors, vials, decanters and various other articles of glass for table use. Many of the factories make very high-grade and artistic cut glass and stem work in plain and colored glass. Cut glass to the value of about 500,000 francs is exported monthly to the United States by one Belgian factory alone. There are large plants at Namur and Jemeppe and smaller ones at Chenee, Boussu, St. Ghislain, Wasmuel, Jemappes, Braine le Comte, Fammillereux, Manage and Neufvilles. The bottle industry no longer has its former importance. The few bottles that come on the market are still made by hand. In 1911 Belgium imported 15,434,743 kilos of bottles, while its exports of them amounted to only 2,243,058 kilos.

On the other hand, the manufacturers of goblets is of increasing importance. The exports of goblets alone were valued at 66,536,543 francs in 1920, while the combined exports of bottles, flasks, demijohns and various other glassware were but 13,495,647 francs. About 75 per cent of the output is exported. In 1911 goblets valued at 327,438 francs were imported, while the exports of them reached 18,663,847 francs.

## Buyers Find British Toys Inferior

The news has recently drifted over from London that the majority of American buyers now in England, representing the various stores affiliated with the Associated Merchandising Corp., are of the opinion that British toys cannot compare with those of the Continent. With the exception of plush animals, archery and football goods, they find the British market disappointing in comparison with the Continent. Germany is offering a particularly good variety of new and original merchandise at lower prices than other markets. France is supplying beautiful and expensive dolls with detached fingers and finger rings and the Italian character dolls are becoming a distinct factor in the market. Among the buyers who have left London and are now in Paris are John Lyon, Wm. Taylor Sons Co., Cleveland; F. P. Ford, Scruggs, Vandervoort & Barney, St. Louis; John L. Hendry, J. L. Hudson & Co., Detroit; D. L. McCarthy, Rike-Kumler Co., Dayton O.; Chas. H. Baxter, Lasalle & Koch, Toledo, and William Halm of Edward Filene's Sons & Co., Boston.



# Picturing a Progressive Western Gift and Art Shop



A section of the salesroom of the Japana Specialty Company, originators and manufacturers of unique things for China, Glass and Gifts Shops, Grand Haven, Michigan



Another view of the attractive salesroom of the Japana Specialty Company, showing an unusually tasteful arrangement of wares

## CAUGHT IN THE NEWS NET

**W**ILLIAM T. HOYT, for many years manager of the New York City Hotel Department of the International Silver Co., on March 1st became manager of the Silver Department of L. Barth & Son, Inc. The Barth organization have their own factory at Bridgeport, Conn., devoted entirely to the manufacturing of high grade hotel and restaurant silverware. Mr. Hoyt was president of "Reward, Inc.," organized to stop losses of silverware by theft during the war, when prices were very high and these losses very heavy. Through this service he won the praise of hotel and restaurant men everywhere. He is now working on plans which look to the abolition of the 5 per cent Government or War Tax on silver used in hotel or restaurants, on the ground that silver thus used is not a luxury but a necessity for daily life. This silver tax alone cost the hotel men of the country \$250,000 in 1921.

W. P. Graham, of Graham & Zenger, is spending a week or two in Chicago and other parts of the middle west in the interest of his lines. Chas. E. Cardon and H. E. Hoertkorn, of the concern's sales staff, are also in their respective territories in the middle and far west.

C. F. Longacre, buyer for Bush & Bull, Williamsport, Pa., is domiciled at the Imperial this week while here on a visit to the local dealers. He says business is good in his departments. In fact, his January and February business was ahead of last year, but he says: "This does not mean that we did not have to work to get it. Business can be had, but it requires constant plugging."

Louis Getzoff, salesman for Edmonson Warrin, was married last Sunday to Miss Lena Bass, of this city. The wedding, which took place at the bride's home, was attended by many friends of both the bride and groom. The couple are now honeymooning at Atlantic City.

Geo. A. Fehn and Fred C. Herr, of the Paul A. Straub Co.'s sales force, left on Monday for trips over their territories, the former through the middle west and the latter the South.

George Unger is spending this week calling on the trade through New England with the East Liverpool Potteries Co.'s line, for which his father, Edw. A. Unger, is New York representative.

H. J. Godfrey, with Geo. C. Kindt & Co., left for Chi-

cago last Saturday, where he will exhibit the concern's line at the Hotel Morrison during the toy show.

Edward Schulhof has been added to the traveling staff of Geo. C. Kindt & Co., and left on his initial trip for the concern on Monday. He will cover New England territory.

John Ling, the well known merchandise manager of china, glassware, house furnishings and various other departments for Mandel Bros., Chicago, arrived in town last Sunday, with one of his assistants to take a look around the local market. Mr. Ling, who took a very active part in the management of the Chicago Exhibit, was very much pleased with the success of the show, and says that next year's exhibit will be better yet.

Chas. H. West, President of the Westmoreland Specialty Co., Grapeville, Pa., was a visitor in New York the latter part of last week to consult with the factory's local representatives, the Horace C. Gray Co.

Alfred H. Holbrook, President of Geo. F. Bassett & Co., who arrived home aboard the Cameronia last Wednesday after being pretty well shaken up by a stormy voyage accomplished many things of importance during his visit by way of making new connection for the firm etc., announcement of which he expects to be able to make in the near future.


### Underwood Gets Tuthill Line

J. Carl Underwood, who established himself as a manufacturers' representative the first of the year, was last week appointed the New York agent for the Tuthill Cur Glass Co., Middletown, N. Y. The factory is well known throughout the country for the fine quality of its productions, it being classed as one of the finest lines of cut glass on the market. Mr. Underwood's salesroom is at 170 Fifth Avenue, corner 22nd Street, where he expects to have a complete line of samples from the factory on display within a few days.

### T. A. Neely to Enter Business

About April 1st, Thomas A. Neely, one of the trades best known buyers, will embark in business for himself. He will operate a china, glassware and house furnishing department in the store of the B. McMannus Co., Youngstown, O., which is one of that city's most progressive and fastest growing stores and is located right in the heart of the business center. Few buyers are better versed in their profession than "Tom" Neely and his





## New York Headquarters for Crockery and Glass

*"More than an office building"*

### THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue  
at Madison Square  
New York

Buyers of Crockery or Glass visiting the sales offices of manufacturers in this building will find unusual solicitude for their comfort and convenience. There is a thoroughness about the service more often associated with hotels than office buildings. Guests of the occupants are guests of the building.

It is this service and the convenience of finding so many sales offices under one roof that brings buyers directly to The Fifth Avenue Building.

success in business for himself seems almost assured. Mr. Neely's start in china and glassdom, dates back to early manhood, his first experience having been with Lord & Taylor for whom he served twelve years. This was when New York only had four stores carrying china, glassware and house furnishings—as Mr. Neely says, "those were the good old days when a customer would come in and take a chair and sit down at ease and give the salesman an order, without, in many instances, even asking the price." Until his recent resignation Mr. Neely was with the Strouss-Hirshberg Co., Youngstown, for seven years where he made a great success of the concern's department. Prior to this connection he was buyer for Boggs & Buhl, Pittsburgh, for a number of years.

### Obituary

#### RICHARD H. MCGURRIN.

Richard H. McGurrin, who died at his home in New York on March 2nd, was an old-time crockery man, having been in business here from 1864, up to the time of his retirement in 1908. He was born in Crossmolina, Ireland, on May 15th, 1846, and came to this country in 1860. He started in the crockery and glassware business on Hudson Street, near Spring, the business being operated under the name of Oliver and John P. McGurrin. Then they moved to Chatham Street. They also later opened in 1870 another store at Cortlandt and Greenwich streets, as well as one at 8th Avenue, corner of

30th Street, and still another at 260 Bowery. Their business prospered to such an extent that they were able to retire with comfortable fortunes in 1908. Mr. McGurrin enjoyed good health up to the time of his death, which was caused by an attack of acute indigestion and hemorrhage. He was unmarried. He is survived by his brother Oliver, age 83, and John P. McGurrin, age 81.

### New Hotel Ware Firm Takes Space in Maddock & Miller-Herman C. Kupper Building

B. H. Fields, who was formerly with Kniffen & Demarest for many years prior to his resignation on March 1st, has formed a new hotel and restaurant supply concern which will be known as B. H. Fields Co., Inc. The new firm have taken the last available space in the Maddock & Miller-Herman C. Kupper Building, 35 West 23rd St., which is a part of the sixth floor. Mr. Fields will specialize in china, glassware and silverware. He expects to move in his new quarters about May 1st. The firm is capitalized for \$50,000.

### Buyers in New York

MARCH 9, 1922

R. J. Wilson, house furnishings, White H. F. Co., Chicago, Ill., Pennsylvania.

B. W. Whittaker, toys, A. Bushnell Co., Watertown, N. Y., Imperial.

Miss Lulu Bush, house furnishings, P. H. Lenterman, East Stroudsburg, Pa., Martinique.

G. B. Brooks, glassware, S. F. Iszard Co., Elmira, N. Y., 404 4th Ave.

M. H. Blackney, house furnishings, Trask, Prescott & Richardson, Erie, Pa., 23 East 26th St.

A. L. Gladding, pottery, G. McBean Co., Lincoln, Calif., Penn-

## MARCH 10, 1922.

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 4th Avenue.

W. M. Hodge, house furnishings, W. Hodge Co., Philadelphia, La., Latham.

H. B. Lacey, lamps, Stickney-Brant Furn. Co., Binghamton, N. Y., Pennsylvania.

E. Pollard, house furnishings, Hearne D. G. Co., Shreveport, La., 335 7th Avenue.

A. H. Peterson, house furnishings, china, glassware and toys, W. Laubach & Sons Co., Easton, Pa., care H. M. Morris, 41 Union Square.

J. H. Parker porcelain, John H. Parker & Son, Parkersburg, W. Va., Pennsylvania.

## MARCH 11, 1922

H. K. King, mdse. manager, James Edgar Co., Brockton, Mass., Pennsylvania.

J. W. Durbin, general mdse., J. W. Durbin & Son, Williams-town, Pa., Pennsylvania.

A. Rathbun, house furnishing goods, Weinberg & Co., Washington, D. C., Pennsylvania.

## MARCH 13, 1922

M. L. Kohn, mdse. manager, Chicago Mail Order Co., Chicago, Ill., 368 6th Ave.

Mrs. B. L. Strauss, house furnishings, L. Hammel D. G. Co., Mobile, Ala., c/o Baer & Lilienthal, 1150 Broadway.

I. M. Keller, basement mdse. mgr., Kaufmans Dept. Store, Pittsburgh, Pa., 1261 Broadway.

Miss Thaler, house furnishings, Gay Company, Troy, N. Y., 23 East 26th Street, 3rd floor.

W. F. Halliwell, china and glass, C. T. Sherer Co., Worcester, Mass., 134 West 32nd St.

Mr. Outt and Mr. Carpenter, bargain basement mdse., Wolf & Dessauer Co., Fort Wayne, Ind., c/o Kirby, Block & Fisher, 352 4th Ave.

## MARCH 14, 1922

F. J. Magill, china, Magill & Co., Flint, Mich., Pennsylvania.

E. H. Rolfe, house furnishings, J. C. Lewis Co., Louisville, Ky., Breslin.

R. E. Mates, china, house furnishings and toys, Loveman, Joseph & Loeb, Birmingham, Ala., 116 West 32nd St., c/o A. Fantl.

C. H. Hurlburt, china and glass, D. M. Read Co., Bridgeport, Conn., 404 Fourth Ave.

S. E. Price, toys, house furnishings and china, Powers Merc. Co., Minneapolis, Minn., 16 West 39th St.

F. J. Moiser, house furnishings and china, I. Sulzbacher & Co., Steubenville, O., 1150 Broadway.

S. Schwartz, lamps, La Salle & Koch, Toledo, O., 225 5th Ave.

W. R. Hume, house furnishings, Woodward & Lathrop, Washington D. C., 334 4th Ave.

A. H. Baum, house furnishings, M. Goldenberg, Washington, D. C., Pennsylvania.

C. F. Longacre, house furnishings, Bush & Bull, Williamsport, Pa., Imperial.

G. L. Sheran, house furnishings, J. A. Kirvin Co., Columbus, Ohio, c/o Morgan & Ahrens, 1170 Broadway.

## MARCH 15, 1922

Mr. Fisk, lamps, Kaufmans Dept. Store, Pittsburgh, Pa., 1261 Broadway.

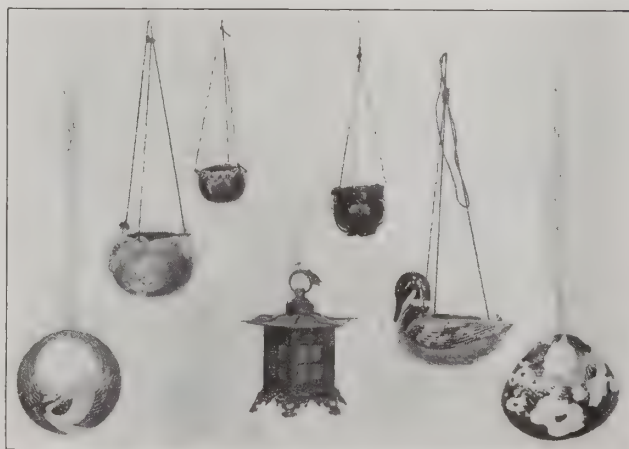
W. H. Hager, general mdse., Hager & Bros., Lancaster, Pa., 410 Fourth Avenue

J. S. Laurie, general mdse., Scruggs, Vandervoort & Barney D. G. Co., St. Louis, Mo., 225 Fifth Ave.

E. F. Carlson, house furnishings, R. H. White Co., Boston, Mass., 432 Fourth Avenue.

B. G. Twitchell, house furnishings, Callender, McAuslan and Troup, Providence, R. I., 240 Madison Ave.

## A BUSINESS PSYCHOLOGY



The people are accustomed to see ornaments on the table or shelf. Now they want to see something in the air.

Hanging flower vases, incense burners, lanterns, etc., for the windows, alcoves, cozy-corners, are going to be in popular demand.

A few illustrated here and many more for immediate delivery. Also over a hundred kinds of artificial flowers that will sell themselves and help to sell your vases and bowls. Let us show you.

**MOGI, MOMONOI & COMPANY, Inc.**  
105-107 East 16th Street  
New York, N. Y.





# English Wares of Merit

assembled  
by

Maddock & Miller  
Incorporated  
*The House of Stock*  
34 Murray Street  
New York



## Royal Doulton



Octagon Shape, "Old Leeds" Sprays, Bright Enamel Colors,  
Green Edge Line

QUAINTNESS and charm are characteristics of the bits of pottery so cleverly made in "Octagon" Doulton Earthenware, which arrest the critical eye at first glance. The historic associations of their decorative ornament delight the connoisseur. But the factor which interests the dealer most is the tremendous sales possibilities of the line. Not only are Dinner, Tea and Breakfast Sets to be had, but quick-selling odd things—Salad Bowls, Jugs, Chop Plates, Teapots, Hot Water Jugs, Coffee Pots, Sandwich Trays, etc. Six decorations. Write for prices.

Wm. S. Pitcairn Corporation

Importers

104 Fifth Avenue, New York



# Pointers and Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest in Beautiful and Appealing Wares in the Crockery, Glassware, Lamp and Allied Marts of Trade

## U. S. Glass Co.'s New Carrara Ware

The United States Glass Co. have created quite a sensation with their beautiful line of Carrara ware, which was exhibited for the first time at the Pittsburgh Exhibit in January. It introduces a genuine novelty that has won instant appreciation. Nothing more beautiful in colored glass has ever been shown than the inimitable colors of pearl gray, coral and jade. The complete line is on view at the concern's New York salesroom in the Albemarle



Building, 24th Street and Broadway, where Manager Ed Craig is making a very attractive showing of the line, which comprises candlesticks, buffet sets, vases, bowls for flowers and fruit, plates and various other articles of excellent sales possibilities. The illustration shows a buffet set.

## New Fostoria Productions

Among the new and particularly interesting things being displayed by local manager John Nixon of the Fostoria Glass Co., at the concern's salesroom, 141 Fifth Avenue, is a new assortment of vases and candlesticks in exceedingly pleasing light cut and engraved designs. In the former there are fifteen different styles ranging from low violet vase to the tall larger sizes. In candlesticks there are seven different shapes; some of them quite out of the ordinary. The patterns are all tasteful. Other items are deep stopper colognes also in a collection of dainty light cut and engraved designs. These are displayed in both tall and low styles. There are also some beautiful new hand painted decorations and gold incrustations of candlesticks, colognes.

## Crown Ducal Ware

The Crown Ducal Ware, for which Maddock & Miller, Inc., 54 Murray St., are American representatives, offers a variety of really unusual items and decorative effects in a particularly fine grade of earthenware. The line is becoming more popular in this country from week to week, for it offers something of a refreshing character that at once attracts attention and of course resultant sales in the retail store. It is made in just the type of items that move particularly well in the department store or specialty and gift shop. Some striking effects are produced in flower and fruit bowls and other items in brilliant shades of canary, rose, etc., with ebony lining, in other instances this is also reversed with the black outside and the color inside, some of these are also shown with floral and bird designs. The Springtime pattern—a bird and apple blossom design on a rose back ground is very successful in tea sets, etc. A jewel box in dull black with brilliantly colored birds and flowers is unusual. Cigarette boxes in unique designs are other interesting articles. Solid colored birds, a little different from what have been shown before, are also interesting. Breakfast sets in lustre effects, are quite lovely. Honey jars are still another item shown in various decorations.

## Potschappel Ware

One of the lines of exceptional attractiveness shown by Paul A. Straub & Co., 105-107 Fifth Avenue., is the Potschappel ware. To buyers who are not yet familiar with the line, it will pay them to become acquainted at the first opportunity that presents itself. It consists of very lovely reproductions of old Meissen china. The



ware is hand pierced and hand painted and is altogether charming in such items as fruit bowls, flower bowls, cake stands, footed comports and other pieces in fancy china. The ware is shown for import only. An idea of its quaintness and beauty may be gained by the accompanying illustration.

# *Maximum Profit*

## *In*

# *Minimum of Time*

### From England

MYOTT SON & CO.

Extensive line of dinnerware.  
Notable for the daintiness of  
their decorations.

---

The selection of lines to yield the best possible results in the shortest space of time is one of the buyers greatest problems.

With eight or nine business hours at the most, out of twenty-four, quick turnover is of prime importance.

### From France

L'UNION  
CERAMIQUE

The pride of Limoges. An exquisite and charming product.  
Dinnerware and fancy china.

---

Let us tell you more about the lines that are helping many buyers solve this problem.

### From Germany

PORZELLAN-  
FABRIK  
FRAUREUTH

The famous line of dinner and fancy ware. Acknowledged the leading factory in Saxony.

Justin Tharaud  
Inc.

*Sole Agents*

25 West Broadway  
New York





# Fostoria Glass Company

Moundsville

W. Va.

**High Grade  
Table Ware**

Plain and Decorated  
In Great Variety



**Banquet  
Lamps**

**Candlesticks**

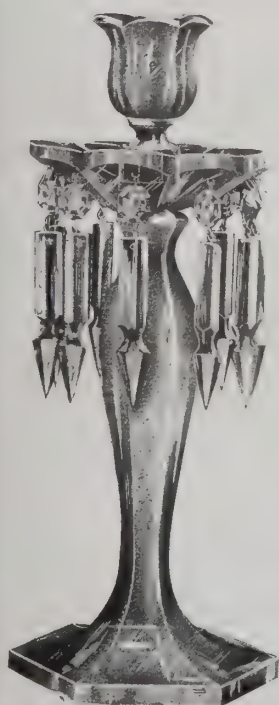
**Crystal  
Candleabras**

**Candle  
Lamps**

*Complete Line On Display At Our Various Salesrooms*

## Permanent Sample Rooms

NEW YORK CITY, John Nixon . . .	141-147 Fifth Avenue
PHILADELPHIA, PA., Joseph Tomkinson	1104 Arch Street
BALTIMORE, MD., W. T. Owen	121 West Baltimore Street
DALLAS, TEX., H. J. Blakeney, Dallas County State Bank Bldg.	
CHICAGO, ILL., H. G. Dalzell . . .	807-809 Masonic Temple
SAN FRANCISCO, CALIF., The B. F. Heastand Co., 86 Third St.	
DENVER, COLO., Chas. E. Hilliker . . .	1523 Glenarm Street



# BASSETT'S Decorated Teapots



*The Salesman  
Art Service*

Geo. F. Bassett & Co., Inc.

*"The Dinnerware House of America"*

73 Barclay St. 72-76 Park Place  
New York, N. Y.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

SOUTHERN buyers of dinnerware out of the East Liverpool districts are now able to save about \$100 per car freight charges, or 30 percent under the existing rail rate by having their shipments made by the all water route. This means, via the Ohio and Mississippi river. Packers in many potteries here worked all last Sunday getting shipments ready for the New Orleans and other southern trade, which left here Monday night on the packet Gen. Crowder, and which was transferred at Cincinnati Wednesday to the Queen City, which pulled out of Cincinnati the following day for New Orleans, which it will reach five days later. The present rail rate is \$1.19 cwt. and the water rate 81c cwt. Another new feature just explained by river operators is that, if one plant has 24,000 pounds or the tonnage capacity of one car to ship by water, and to one point, and another plant has even 10,000 pounds or even less to go to the same point of delivery, the low rate will apply to the entire shipment. There will be another big shipment made out of the East Liverpool district for New Orleans and southern points April 20. It is now proposed to operate two boats between New Orleans and Pittsburgh, making a trip each way every other week. On account of slack-water prevailing throughout the year, pottery buyers tributary to the Ohio-Mississippi rivers are now able to get shipments with marked regularity and at a remarkable saving in freight charges.

There has been a marked improvement within the last fortnight in inquiries for prices and probable time of delivery, so a number of pottery manufacturers have advised. This shows a decided change in the feeling among distributors of dinnerware. These mail inquiries seem to be mute evidence that trade in other districts has a decided upward trend.

Operations have been resumed at the plant of the Crooksville Pottery Co., Crooksville, O., manufacturers of stoneware. The shop has been idle for upwards of three months due to the seeming inactivity in this branch of the pottery industry. There is some increase in the demand for stoneware, and within the near future it is believed that the output of all stoneware shops in the Crooksville district will be increased.

Official reports for the month of February show that the Smith-Phillips China Co., did the biggest business in its history, financially. The plant is working full time, and while the distribution was large, in dollars and cents the business for the month established a new high record.

There has just been issued by the Bureau of Standards

at Washington, D. C., by the United States Bureau of Standards, of which Dr. W. S. Stratton is the head, an official report on the testing of American-made earthenware and hotel wares. Those who attended the annual convention of the United States Pottery Association at Washington, December last, will recall the visit to the lecture room of the Bureau of Standards, when the method of testing was explained at great length, and of the interest shown in the discussions. The Technical Bulletin of the Bureau of Standards, just out, under the heading, "Specifications for China Tableware," observes:

"The testing of the various wares has been nearly completed, and some interesting results obtained which formed the basis of a paper presented at the recent meeting of the American Ceramic Society. Based simply upon the work done by the Bureau of Standards, which necessarily covers only a limited variety of wares, it would appear that domestic hotel china is very much superior to the French, German, and English in ability to withstand sudden blows, as indicated by impact tests.

"In this respect, also, the American vitreous china and earthenware for household use are also much superior to the French, German, and Japanese wares upon which tests have been carried out.

"In regard to crazing and cracking from sudden temperature change, the American hotel wares did not craze and only cracked at the highest temperatures employed. The English wares crazed easily but did not crack, while the French and German wares did not craze but cracked at the lower temperatures used in the test.

"The American earthenware, with some exceptions, did not craze during the standard test but crazed at the higher temperatures which were employed for comparison. Although the French, German, and Japanese household wares did not craze, they fractured from sudden thermal shock.

"It has been found that the design of the rolled edge and the angle of inclination of the rim of hotel plates has as much effect on the ability to withstand chipping as the properties of the body from which the plate is made. The glazes now in use appear to be sufficiently well constituted chemically to withstand the alkaline solutions used in dish washing."

Robert Cartwright has assumed the management of the decorating shop of the Cartwright Bros. pottery. For some time he has been connected with the general offices of the American Sheet & Tin Plate Co., at Chester, W. Va.

Buyers in the district of late were Langley Hawthorn, with Abraham & Straus, Brooklyn, N. Y., and W. R. Miller, with the W. L. Milner Co., Toledo, O.

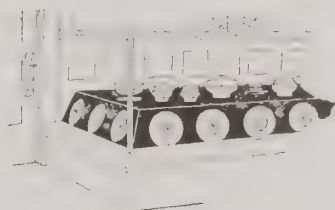
Hugh A. Nevin is back at his desk again in the offices of the Knowles, Taylor & Knowles offices after serving on the petit jury for a week. It was his first experience, and he was glad when the ordeal was ended.

The East Palestine and Cannonsburg, Pa., plants of the W. S. George Pottery Co., are working on practically normal schedules. New business is in rather favorable receipt.

William J. Mackey, sales manager for the Smith, Phillips China Co., is preparing his line for the road, as he plans to leave April 1 on a western trip. In a little while, this firm will show two new border decorations on its "Princess" dinner shape, which will be exclusive features.

A rumor has been current here during the last few weeks, but which lacks confirmation, to the effect that a line of vitrified hotel and restaurant ware will be manufactured here before long. There is no such line made in East Liverpool, although a small line of hotel and restaurant vitrified china is made in Wellsville. Should this come to pass, buyers of the semi-porcelain and vitreous lines could load combination cars at the one shipping point.

As has been his custom for several years at this season, W. E. Wells, of the Homer Laughlin China Co., is contemplating a holiday at Pinehurst, N. C.



With the coming of spring, allot at least one window to the display of Syracuse China. You will find it profitable. Syracuse China makes an attractive window trim, inviting customers into your store.

Syracuse China is beautiful enough to please the most exacting customer. Its designs are distinctive—some quaintly conventional, others more elaborate. And all measure up to the same high ideal of quality. Syracuse China is made to last—it will not easily nick, crack nor break. All patterns are kept open—your customers can get replacements through you. This is a worth while service.

### Onondaga Pottery Company

Syracuse, New York      58 E. Washington St.  
Chicago, Ill.

342 Madison Ave., New York

# SYRACUSE CHINA

## D. King Irwin

Suite 305

200 Fifth Avenue  
New York



## Iroquois China Company

Syracuse, N. Y.

Hotel China



## Paden City Glass Company

Paden City, W. Va.

Pot and Tank Glass—Tableware Tumblers, Staples and Novelties



## National China Company

Salineville, Ohio

Quality Dinnerware



## George W. Murphy

Hawley, Pa.

Heavy Cut Glass, Gold Encrusted Ware, Gift Shop Specialties



## Iona Cut Glass Works

Egg Harbor City, N. J.

Light Cut Glass



# L. BERNARDAUD & CO.

LIMOGES, FRANCE

## FINE FRENCH CHINA



IMPORT

*Decorated Dinnerware*

*White for Decorating*

STOCK

*Twenty Patterns for Prompt Delivery*

*White for Decorating*

# L. BERNARDAUD & CO.

46 MURRAY STREET, NEW YORK

# SOY KEE & CO.

*7-9 Mott Street (Chinatown) New York*

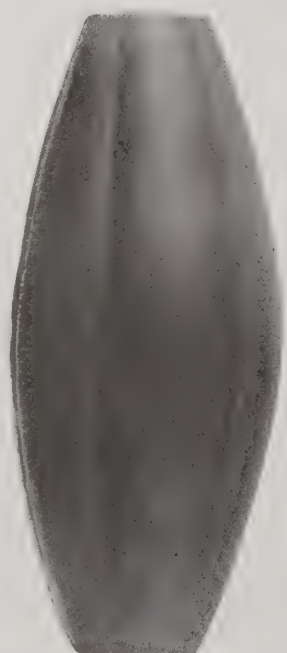
Subway to Worth Street  
Third Avenue "L" to Chatham Square

A cordial invitation is extended to the trade to view our latest importation of



## CHINESE ART WARES

The Largest Stock in  
America

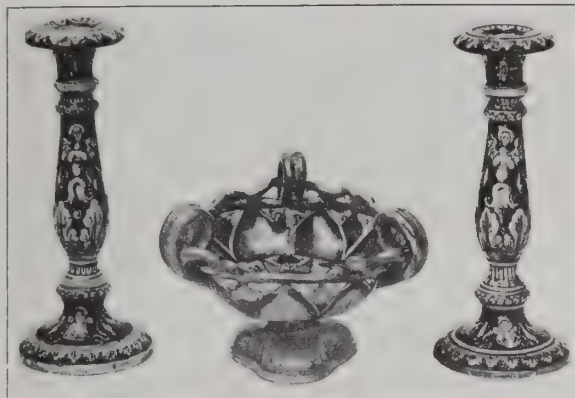


Dinnerware  
Vases  
Porcelain  
Pottery  
Novelties  
Baskets  
Furniture



*Most exceptional exhibit of vases on the market, comprising all sizes and shapes, for lamp mounts and general decorative purposes. A choice collection of Mirror Black, Fine Color, Powder Blue, etc.*





AN ASSORTMENT of our really Artistic and OUT OF THE ORDINARY wares imported from Spain, Italy, Czechoslovakia, etc., displayed on one of your tables, would make your nice display more attractive, more interesting.

VISIT OUR SHOWROOM OR SEND  
FOR OUR ILLUSTRATED FOLDER

**Arts & Crafts Import Co.**

25 WEST 8th STREET  
(Greenwich Village) NEW YORK

## Attention Buyers!

It will pay you to investigate our  
exceptional line of Light Cut Glassware



Tableware  
and  
Specialties  
in  
Beautiful  
Floral  
Designs

*The best selection of Patterns on the market*

**Sparkling Cut Glass Co.**

FACTORY

232 So. 11th Ave., Mount Vernon, N. Y.

**The Tokio Art Decorating Co.**

364 SIXTH AVENUE NEW YORK



*Manufacturers of*

**Parchment Lamp Shades  
and Lanterns**

## Sells Quickly



At a dime apiece  
Slipon Handle Pro-  
tectors move rapidly.  
The display  
carton shows them  
up right—gets their  
big idea over and  
sells the goods.

### SLIPON HANDLE PROTECTORS

are all metal guards that slip quickly into place on  
teapot, coffee pot or percolator and prevent burning  
and scorching handles.

Packed in individual boxes—  
3 dozen to the carton

Endorsed by  
*Good Housekeeping and  
Tribune Institutes*

ORDER FROM  
YOUR JOBBER

**Young Specialty  
Company**

2224 VLIET ST.  
MILWAUKEE, WIS.



# LISTEN

A year ago (on February 18th, 1921), the *New York World* quoted Mr. Frank K. Houston, President of the Chemical National Bank, as saying in an address to a gathering of merchants:

"I believe that business is entering upon a greater competitive era than ever before, an era where methods of doing business, cost of doing business and quality, will count for more than they ever did before. The future success of most any man in business today, will depend upon his ability to reorganize his business on a basis of lower cost and quality production, as compared with a basis of speed and quantity production required during the war."

## Continue to Listen

F. L. Morecroft reading those lines and agreeing with Mr. Houston, put into effect his suggestions, that is, the factory of the IDEAL CUT GLASS CO. already on quality production, was put on a basis of lower cost and increased production, through increased efficiency of methods and workmen.

## Listen Again

Babson in a report of January 24th, 1922, headed "A CHANGE IN BUYING" says:

"Those who attempt to sacrifice quality to reach a low price, will be disappointed. Strange tho' it may seem in a time of depression, the better grades of goods in many lines, are now moving faster than the cheap grades. This tendency will probably continue during the year."

Babson's statement is true. We have booked the largest business in our history, by putting OUR HOUSE IN ORDER and ourselves IN TUNE WITH THE TIMES.

## Note

If YOU want some of the business in GOOD CUT GLASS, that we are helping to obtain for our customers, write for samples of our SPECIALS which we will send express paid.

**IDEAL CUT GLASS CO.**

**CANASTOTA, N. Y.**

*Manufacturers of the famous "DIAMOND - POINSETTA" design.*

"It's a Morecroft Product"





Meriden

Open Stock Pattern  
(W. H. Grindley & Co.)

## Brighten Your Spring Display of Dinnerware

The illustrated Meriden open stock pattern will make a worthy addition to your display of dinner ware patterns. The robin egg blue and brown border is made harmoniously complete with panels of pink roses. The handles are traced and the gold edges will give it the effectiveness that is desired. Patterns that possess real character are always profitable.

### MITCHELL, WOODBURY COMPANY

"The house that is known by the customers it keeps"

556-572 Atlantic Avenue, Boston

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

AS the season advances there appears to be an increase in the demand for glassware, especially so far as the general line is concerned. Jobbers are ordering in slightly increased volume, while the department store buyers seem to be concerned about merchandise which can be turned over quickly. Plant operation is showing more activity, and this is a reflection of the demand. Quite a volume of business has been booked by glass manufacturers of late for merchandise for spring or April sales. Some May business is also on file, but this in the main has to do with the general line.

The novelty glass lines which were brought to the attention of the trade for the first time in January continue to have a rather active demand. It is conceded that more novelty glassware was brought out this season than ever before at one time. The jobbers who catalogued the different lines have reported a good business all through their particular territories, and this in turn means additional business for the manufacturers.

There has been little if any change in the lighting glass business, so salesmen advise. There is some business, of course, but the snap to the trade is seemingly absent. One reason assigned for this situation is given as the unsettled condition in the building trades in particular parts of the country. Also, it is just a little too early for large contract jobs. With fixture manufacturers eliminating glassware from their catalogues, the loss of this business has been felt keenly by the glass manufacturers.

Rapid progress is being made on the extension to the plant of the Atlantic Bottle Co.'s works at Brackenridge, Pa., which will cover the site of the former plant of the Tarentum Glass Co. With the razing of the buildings of the Tarentum plant, one of the old landmarks in the table glass industry has been removed.

The new cut line of the New Martinsville Glass & Manufacturing Co., of New Martinsville, W. Va., is meeting with popular favor. This line was shown for the first time in January at the Fort Pitt Hotel, and considerable business was booked on the line at the time, both for immediate and future shipment.

It has been estimated that over 2,000 barrels of glassware left the Monongahela wharf last Monday night for Cincinnati, to be transferred to a New Orleans packet which leaves Cincinnati for the south, March 20. This shipment recalls old times, when the old wharf was filled weekly with glassware for southern point delivery. At Wheeling, Moundsville, Paden City and New Martins-

ville other large consignments of glassware were taken aboard for southern points.

It would seem rather strange to some that the demand for bottles is increasing rather than declining since the advent of the "dry" amendment became operative. Another bottle plant is to be erected at San Antonio, Texas, by the Three Rivers Glass Co., which has just been formed with \$50,000 capital.

Chambers of Commerce in numerous localities where the glass industry has been established have been active of late in passing resolutions to be forwarded to Washington, and which seek a protective tariff on glassware of all kinds. The manufacturers of the different glass lines have done much work also in this respect, and now outside influences have been solicited to back up the viewpoint of the trade.

On account of the increased business the firm is securing, the Potomac Glass Co., at Cumberland, Md., has announced an extension program. New factory buildings are to be erected at once, and the site for these is now being cleared.

An improvement in the demand for glassware has been reported by several local department store buyers. Utility lines seem to be in heaviest request. It will be only a short time now until the demand for summer drink sets will have an inning.

The Joseph Horne department store is first here to offer summer porch merchandise, and included in the list is portables and other lighting accessories. Everything possible to make the summer porch comfortable has been listed.

The glass trade here has been informed that the Kresge Co. plans to open 16 additional stores this year. Five of these stores will feature merchandise selling from 5 to 10 cents and 11 stores will offer merchandise selling from 25 cents to \$1. According to the merchandising department of this syndicate, the market is now "exceedingly favorable to buyers."

## New Members Elected

Three new members were elected at a meeting of the Salesmen's Association held last Thursday. They were: L. E. Hellman, of the Rosenthal China Corp., Arthur Voss of Fensterer & Voss, Inc., New York and Roy L. Tignor of the Zane Pottery Co., Zanesville, O.

Your store and your windows must keep step with your advertisements. So must you and your salesmen.



# POPULAR PRICED DINNERWARE



Sold in complete  
sets of  
one hundred pieces

Stocked for immediate  
delivery

Selection of excellent  
designs

TAIYO TRADING COMPANY

101 FIFTH AVENUE  
NEW YORK

79 Wellington St., West  
Toronto, Canada

325 W. Madison St.  
Chicago

# FRAUREUTH DINNERWARE

We have just received a most interesting new  
shipment samples of dinnerware from

**Porzellanfabrik Fraureuth**

This shipment includes a host of novel decora-  
tions in wide variety, and the prices are right.

**JUSTIN THARAUD, INC.**

(SOLE AGENT)

24 West Broadway, New York

CHICAGO OFFICE  
312  
SOUTH  
CLARK  
STREET

# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE regular semi-monthly meeting of the Chicago Glass, Pottery, Lamp & Housefurnishing Association was held at the Morrison Hotel, following luncheon, on Thursday of last week. This meeting was almost entirely devoted to the consideration of a Constitution and set of By-Laws, presented to the meeting by Clyde W. Reasner, chairman of the Committee on By-Laws. The constitution as well as the by-laws had previously been approved by the Executive Committee, and upon their recommendations, were adopted by the members present.

The Financial Committee Report was read, and gave in detail the disbursement of the money collected for dues, as well as from the exhibitors at the recent Chicago Exhibit. All money was spent after the approval of the Executive Committee and the major part of it went toward publicity work for the Chicago Show.

The Nominating Committee also made a report giving their recommendation for officers. Other nominations from the floor will be in order at the next meeting, when the election of officers for the ensuing year will be elected. It is expected that there will be few changes in the official body of the Chicago Association.

It was announced that 200 copies of the loose-leaf leather-bound directories of manufactures are still on hand after the distribution at the Chicago Show. These directories can be secured for \$1.10, actual cost, by writing the secretary's office, 403 Ellsworth Building, Chicago.

J. C. Jonas, manufacturers' representative, with display rooms in the Palmer House, will return to Chicago early in April after a three months' trip through the South.

Plans for Chicago's Second Big Pageant of Progress are again under way. It is expected that the Pageant this Summer will far surpass the big industrial exposition of last year. Some of the housefurnishing, lamp and glass manufacturers are planning to exhibit again this Summer.

Helm & Soukup, Inc., 17 N. Wabash Avenue, importers and manufacturers, representing illuminating and table glassware makers, have joined the Chicago Association of Commerce.

The Classique Lamp Studios, 518 Market St., Milwaukee, Wis., are offering the jobbing trade a special assortment of eight handsome lamps. The bases are in two distinct finishes, the verde and the antique bronze.

The glass shades have hand painted decorations, with the colors well burnt in.

Radiophone, the invention which has taken the country by storm, has claimed one of Chicago's china salesman. I. E. Mincks, sales manager of the Albright China Co., Palmer House, Chicago, has installed a radiophone in his apartment and is now enjoying the concerts, news reports and even the sermons on Sunday. Mr. Mincks says the sermon last Sunday was excellent and most enjoyable, for he heard it while lounging in his bath robe and smoking a fat cigar.

Osborne Art Studios, creators and designers of high grade hand wrought china, have removed their studios and general offices from 2520 Milwaukee Ave. to larger and more convenient quarters at 2311-2313 Milwaukee Ave., Chicago, where they will have a well appointed show room, which permits the showing of many more samples than heretofore.

A voluntary petition in bankruptcy has been filed in the federal court at Rockford, Ill., by the Bobby Toy Shops, a corporation manufacturing novelties and toys. The officials of the company attribute the failure of the business to the low-priced German toy competition during the past two years.

J. A. Jacobsen, 17 N. Wabash, representative for the Consolidated Lamp and Glass Co., and other factories, has joined the Chicago Association of Commerce.

The Variety Box & Novelty Co., 3486 Elston Ave., Chicago, was incorporated recently for \$15,000. The firm is manufacturing wooden boxes and novelties. Those interested in the company are Anton Pans, Randolph Keining, Jr., and Randolph Keining, Sr.

Art Lennon & Co. department store at Joliet, Ill., was incorporated a short time ago for \$25,000. The owners under the incorporation are S. D. Komie, Louis Dalsky, and Samuel Dalsky.

G. Reising & Co., 24 E. Congress, manufacturers and dealers in artificial flowers and feathers, was incorporated last week for \$25,000. The incorporators are Joseph Nagle, William A. Kehoe and Erwin W. Roemer.

Arthur A. Marer & Co., 1322 S. Michigan, has been reorganized as a \$100,000 corporation to manufacture and deal in housefurnishings and furniture. Those interested in the company are Don C. Wray and Arthur A. Marer.



Five million dollars worth of merchandise was sold at the Glass Pottery & House Furnishing Exhibition held at the Morrison Hotel, Chicago, Illinois, February 6th to 18th, 1922.

The sensation of the show was our twenty-five piece combination Ice Tea and Lemonade Set, consisting of the following:

- 1 90 oz. Egyptian Style Covered Pitcher
- 1 Black Stand for Pitcher
- 6 12 oz. Lead Optic Handled Tumblers
- 6 Decorated Tumbler Coasters
- 1 5" Lemon Dish
- 1 Glass Lemon Fork
- 1 Lemon Reamer with Small Pitcher
- 1 Large Colored Bowl Mixing Spoon
- 6 Colored Bowl Glass Spoon Sippers

Lemon dish, large pitcher and tumblers are decorated with an artistic cut border design.

Cover of Jug and Coasters are decorated in colors to match, sippers and mixing spoons are in assorted colored bowls.

The black base for pitcher is in ebony finish—so popular at present.

The blending of the rich colors and the pure crystal with its artistic border design makes a set that is not only a beauty but one that will appeal instantly to the consuming buyer, all the pieces necessary for serving and preparing cooling beverages are contained in this set.

All you have to do is to show this set, just give it a chance and it will sell itself.

**Mr. Buyer:** To stimulate your Spring and Summer glass sales, you will find nothing better than our combination Ice Tea and Lemonade Set, its appeal is instant to the Summer Vacationist and it is an ideal set for porch or lawn use, a novelty, yet a practical usable set, it will pay a handsome profit.

**Mr. Jobber:** You do not need salesmen to sell this set, it is your silent salesman, ship a sample set to each of your customers it will get you the business.

Our capacity for shipping is one thousand sets per day, shipped from our factories at New Buffalo, Michigan or Mt. Vernon, Illinois, each set packed in individual reshipping cartons if desired.

Made up in six assorted colors.

Sample Set .....	\$4.50	6 Doz. Lots per Doz. Sets....	\$48.00
		12 " " " " " "	.... 45.00

CENTRAL CUT GLASS CO.

1114 EAST 63rd STREETCHICAGO, ILLINOIS

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## Visit the PALMER HOUSE



### And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified Porcelain, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.  
Branch office: Salem China Co.

**THE SALEM CHINA CO.**  
High Grade American Dinner Ware  
Display Room, Suite 1505  
Lake View Bldg., 116 S. Michigan Ave.  
MR. A. V. STRELITZ  
Representative

**E. M. MEDER**  
17 North Wabash Avenue  
Chicago  
*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.  
*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**  
Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.  
*Representing*  
MERCER POTTERY CO., manufacturers  
of Quality Dinnerware and Hotel Ware.  
IROQUOIS CHINA CO., manufacturers  
of Vitrified Hotel and Restaurant China.

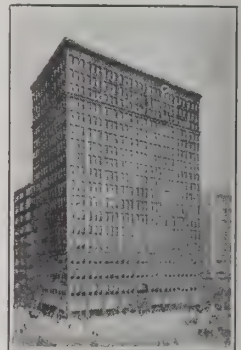
**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*  
Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
Chicago)

**TAIYO TRADING CO., Inc.**  
Successor to Takito, Ogawa & Co. and  
The Tajimi Company  
327 West Madison Street  
Importers of Japanese Chinaware, Lamps  
Art Goods and Novelties  
New York Display Room: 101 Fifth Ave.

**KAY BEE CHINA WORKS**  
*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

## HEYWORTH BUILDING

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

**Earl W. Newton and Associates**  
**Topliner Glass and China Manufacturers**  
Fry Oven Glass  
Imperial Glass Company  
Economy Tumbler Company  
The Marion Glass Manufacturing Co.  
Wheeling Decorating Company  
The Earl W. Newton Company  
Hopewell China Corp.

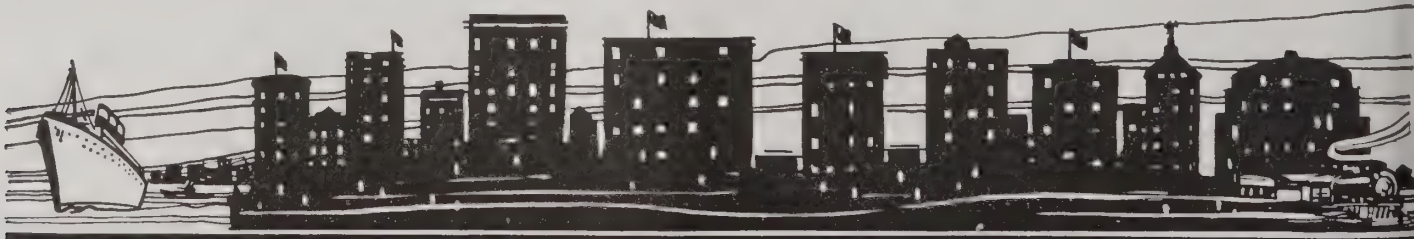
**Walter S. Redfield, Room 309**

*Representing:*  
A. H. Heisey & Co., "Diamond H"  
Glassware. Pressed and Blown Table  
Ware, plain and decorated.  
S. A. Weller, Jardinieres, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

**John S. Ward, Room 1508**

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shades

**FOSTORIA GLASS CO.**  
Chicago Display, 806-7-8 Masonic  
Temple  
Flint Glassware, Harry G. Dalzell  
Pressed and Blown Phone  
Etchings, Cuttings Central 3497.  
and Iridescent.





# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## LIN-O-LITE SHADES

An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

**VOLKMAN & CO.**  
3223 W. Lake St.

## THE UNITED STATES GLASS CO.

Room 409, 30 E. Randolph Street  
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

## THE ALBRIGHT CHINA CO.

Plants: Carrollton and Scio, Ohio  
Main Sales Office, 17 N. Wabash.  
Room 201. Phone Dearborn 2213.  
I. E. Minks, Secty. and Sales Mgr., in charge

## THE LIMOGES CHINA COMPANY

Represented in Chicago by  
**JOHN G. EDMUNDS**  
1319 Michigan Ave.

## T. J. KELSEY

Representing  
**WEST BEND ALUMINUM CO.**  
West Bend, Wisc.  
Display Room 211  
17 N. Wabash Ave. Chicago

While in Chicago Visit

**STETSON CHINA CO.**  
1535-37 S. State Street  
Phone Calumet 0876

We are prepared to make immediate shipments.

## Ira A. Jones Co.

17 North Wabash Avenue  
Chicago

REPRESENTING  
Pope-Gosser China Co.  
Seneca Glass Co.  
Susquehanna Cut Glass Co.  
Luzerne Cut Glass Co.  
and  
five well known lamp manufacturers

*This space open to a progressive  
Chicago advertiser. Phone Wabash 860  
for rates.*

## THE McANULTY CO.

Aluminum for special sales  
Copper and nickel plated ware  
17 North Wabash Ave.

## LEWIS H. SIMPSON & CO.

17 N. Wabash Ave.  
Representing  
Athens Glass Co., Fenton Art Glass Co.,  
Huntington Tumbler Co., New Martinsville Glass Mfg. Co., H. R. Wyllie China Co.

## JOYCE ART STUDIO

Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.  
Phone Austin 1500  
5006 WASHINGTON BLVD.

## FRENCH CHINA CO.

Office and Display Room  
136 West Lake Street

## HISPANO-MORESQUE

LUSTRES & METALLIC GLAZES  
Vases, Bowls, Lamps, Comports, Candlesticks  
**THE N. O. CEDERBORG & CO.**  
Glen Ellyn, Ill.

## WALTER B. ANDREWS

30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405  
Representing  
MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

## PILKINGTON MFG. CO.

China Colors and Gold  
Mixed for use  
3223 W. Lake Street  
Chicago

## HELM & SOUKUP

Representing Manufacturers of:  
TABLE AND ILLUMINATING  
GLASSWARE  
Import and Domestic  
Display Rooms  
17 NORTH WABASH AVE.

## J. R. KITTLER

Hand Painted China in all its lines.  
Wholesale Only  
We sell to and decorate for Department Stores, Jewelry Stores, Gift Shops and Jobbers.  
2116 Hudson Ave. Phone: Diversey 3357



BOSTON  
REPRESENTATIVE  
98  
MAY STREET  
NEEDHAM  
MASSACHUSETTS

## BOSTON NEWS NOTES

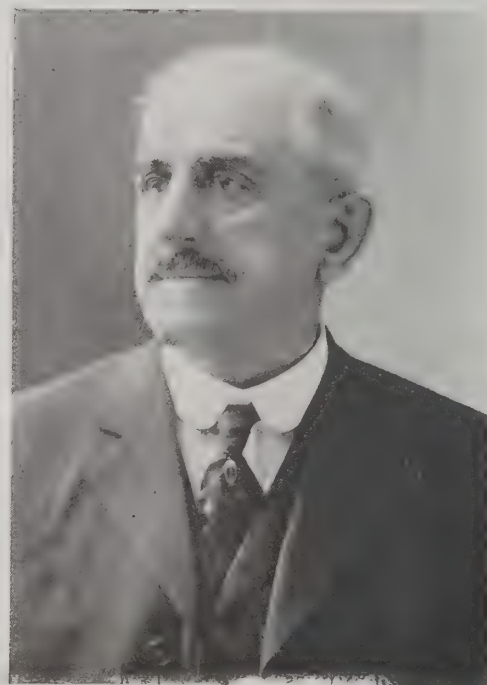
A SERIES of lectures on foreign trade, which began March 8, under the direction of the Boston Chamber of Commerce Committee on Foreign Trade, will be given every Wednesday evening in the lecture hall of the Boston Public Library in Copley Square, and will continue until May 3. All phases of foreign trade, including the banking situation, will be discussed by experts in the various branches of the business. A small admission fee is charged, which is payable at the door.

Representatives of many of the largest manufacturing concerns in Metropolitan Boston met on Monday to discuss ways and means to stimulate business among the 5,000 or more manufacturing plants in the district. The meeting was sponsored by the Boston Chamber of Commerce Committee on Industrial Affairs. While the work of the committee may not directly affect the retail store, an effort is being made by the men to coordinate manufacturing with the needs of the community with the idea of arriving at a more efficient method of merchandising. Keeping the "wheels going round" is of course what keeps the money in circulation, and it is the intent of the committee to keep up production wherever it is possible.

Word has been received that the White Star line service between Boston, Liverpool and Queenstown is to be reopened in April with the arrival of the steamship *Canopic*, which is expected to dock at Commonwealth Pier on Saturday, April 29. With this service as well as the Leland and Cunard lines now in operation, Boston is almost as well served as before the war. Passenger service is not at a very high spot at the present time, but steamship agents are preparing for a good business both in freight and passenger service within the next few months.

### Jacob Mitchell Dies

Jacob Mitchell one of the founders of the Mitchell Woodbury Co., Boston, in 1874, and treasurer of the company from the time of its organization, died quite suddenly Wednesday, March 8th, at Orlando, Fla., in his seventy-seventh year. On account of his illness he



JACOB MITCHELL

was forced to retire from active business a few years ago and since that time it has been his custom to spend the winters in Florida. Mr. Mitchell was looked upon as one of Boston's leading merchants, having been in business there for fifty years. As a young man he was engaged in the china and glassware business with the old firm of Norcross & Mellen. Prior to the organization of the Mitchell Woodbury Co., he was associated with Rogers & Co., wholesale china dealers, who were located on Canal St., but who are now also out of existence. One might say he had been connected with the trade practically all his life. Mr. Mitchell's home was at Reading, Mass., where he took an active part in civic affairs. He was a native of Wellfleet, Mass and was descended from early American stock. He was twice married. His first wife to whom he was married in 1870 died several years ago. His second wife, was in Florida with him at the time of his death. He had no children by either marriage. He was a member of the Boston City Club, the Congregational Club of Boston and the Good Fellowship Club of Reading. The funeral services were held at the Reading Congregational Church last Sunday afternoon.

## H. R. WHEELER

Manufacturers' Representative

161 SUMMER ST. BOSTON

Maryland Glass Company

*Cut Lead Blown Stemware, Encrustations, etc.*

Acme Art Fruit and Novelties

*Wax Fruit.*

Lancaster Glass Company

*Pressed Tableware and Tumblers.*

New Quarters—New Lines—New Prices



# Chas. A. Postley and Son

2 East 23rd Street

New York City

*Housefurnishings*

*Toys*

*Novelties*

## ATLAS TINWARE MFG. CO., Inc.

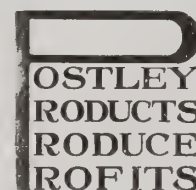
225-231 East 144th Street

New York



Complete Line of Heavy and Light Japanned Ware

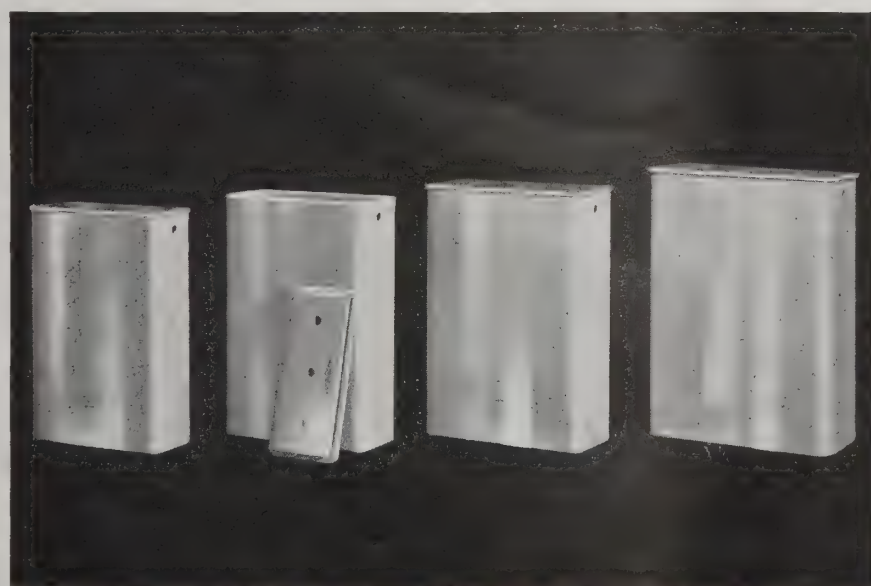
Galvanized Ware Specialties



### Dependable Seamless Sanitary Hampers combining Sanitation, Economy, Durability, Beauty

The hamper body is an unbroken unit—no seams to come apart—can't warp or crack—has no nails, rivets, bands or other projections to rust or tear clothing.

Dependable Hampers are made from a fine jute-lined sheet fibre and finished inside and outside with a high grade white enamel.



Oblong Hampers—Model O

No crevices to collect dust.

Scientifically ventilated.

Absolutely sanitary.

Attractive prices to dealers.

A sample nest of hampers sent upon request, will convince you.

High Grade Lines Have Spelled Postley Success  
"Nothing But The Best—Or Nothing At All"

# Housefurnishings Register a Strong Appeal to Big Majority of Buyers

Useful and Needful Articles Used in the Home Make Sure Fire Ads That Pull—Here Are a Few Pointers for Your Word Pictures and Some Samples of Publicity Used by City Stores for Boosting Spring Trade

By P. REMINGTON

**H**OUSEFURNISHING and houseware ads are more widely read than almost any other form of advertising, and a good many people glance with interest at a well balanced ad of this kind who seldom if ever read the store messages on other subjects. Men, and of course a comparatively large number of women, will every day be seen reading attractive housefurnishing advertisements, although they are not directly interested in furnishing a home. And there is a very simple and sensible reason for this. The reason is, that a very large number of men and women possess an inborn home instinct, and this inherent appreciation and interest is awakened and held by the word pictures and cuts of the ad, which tells of the charm and comforts of the home.

This little element of psychology, if fully taken advantage of by the adman, is of great value in putting the message across, for it means putting the so-called human interest touch in the copy. Psychology in advertising is really nothing more or less than human interest, and human interest means striking a responsive chord by a little subtle suggestion and reference to universally appealing subjects. It is perfectly simple, and the ad based upon this sensible foundation will be simply perfect and will perform its mission and move the goods. The natural, human appeal is the biggest and most eloquent and convincing sales argument that has thus far been conceived.

## USEFULNESS A POTENT PERSUADER

The store which carries a stock of housefurnishings ought to be a profitable enterprise, for it possesses the material for inaugurating many trade enticing sales.

Advertise homewares and you register at once a strong appeal to a large number of potential customers. The desire to possess this class of goods is already in the mind of the public and you have but to show your offerings and drive home the suggestion that your store is the best place to purchase them. Owing to the fact that in stressing housewares the merchant is dealing in goods which represent specific wants and needs of his customers, it is far

easier to put over a big sale of these goods than it is when turning over other lines of merchandise. Another good point is, that when housefurnishing begin to move, sales volume increases rapidly and profits are easily apparent. Spring is the one big season for featuring housefurnishings and housewares and as business is growing better every day, this class of goods should be pushed now at the psychological month of the housefurnishing buying year.

## LOOK OVER THE EXAMPLE ADS

Here are two advertisements which I have reproduced because they fairly well represent the sales idea which the merchant is desirous of carrying out. They show two ways of the adman in featuring a timely sale of wanted merchandise and both are good, in that they stress the possibilities of the store in

supplying what the public is thinking about in the form of needed items. In the ad of The Famous Store, McKeesport, Pa., with which Geo. A. O'Hara is the buyer of housefurnishings, there is a particularly good variety of items—a big number of housewares all marked at prices which reflect good values and put them in the buying zone. This particular ad was scaled to fill a full newspaper page. Not every merchant feels that he can afford so

## LET US FEATURE YOUR BEST AD

**A**LMOST every week some merchant puts out an advertisement or puts over a sales idea which brings better results than were expected on whatever was featured, whether one line or a single item. Other merchants would be interested in these advertisements and sales stunts and the reason why they pulled. It will help the retail situation generally, and every one in our trade, in particular, if these business building plans and suggestions are given a little publicity. Our pages are dedicated to the trade's service, so why not use our columns as a clearing house. We will be glad to have you and will feature one or two samples of this advertising if they are sent in with sufficient explanation to enable us to make a good story of them. Just tell us why the particular plan proved more successful than any other from a business getting standpoint and we will do the rest.



the appeal can be and should be augmented by a window display of housefurnishings. But no merchant should be content to make one splurge and stop. Some stores make the mistake of doing this but not so the successful stores. Spring is the great housefurnishing season and as not all housewives clean their homes in March but continue

# Annual March Sale of HOUSEWARES

**An annual sale of city-wide fame—yes, of country wide fame. Grown, in recent years, to such proportions that in first day alone equal approximately twice month's sales of a year's ago. Back of that is a reason. The reason is quality. And price. Warmth because they are really the need. And warm better made in the Gemble way.**

## ALUMINUM WARE PRICES DOWN

1½ Pot Aluminum Sauce Pan	19c
1-Quart Aluminum Sauce Pan	21c
5 and 8-qt. Aluminum Sauce Pans	\$1.60

**—for Gemble. Prices based on the huge quantity business that these sales have built up in three Gemble Stores. Proof here we challenge the country to meet. On kitchen chairs. On paraffin top tables. On hampers and bed slats. Go right down the list—and find the reason why the Gemble Houseware Sale is the year's big event.**

**Laundry Hamper**  
Folding, 20 x 12 x 12  
High—**\$3.40**

**Electric Irons**  
Folding, 20 x 12 x 12  
High—**\$4.95**

**Electric Stoves**  
Folding, 20 x 12 x 12  
High—**\$11.74**

**Combination**  
Folding, 20 x 12 x 12  
High—**\$7.95**

**Washboards**  
Folding, 20 x 12 x 12  
High—**\$2.24**

**Garbage Cans**  
Folding, 20 x 12 x 12  
High—**69c**

**Carpet Sweepers**  
Folding, 20 x 12 x 12  
High—**\$2.98**

**Dry Hand Mops**  
Folding, 20 x 12 x 12  
High—**98c**

**Ironing Boards**  
Folding, 20 x 12 x 12  
High—**\$1.90**

**Kitchen Cabinets**  
Folding, 20 x 12 x 12  
High—**\$3.70**

**Bed Slats**  
Folding, 20 x 12 x 12  
High—**98c**

**Serb Mops**  
Folding, 20 x 12 x 12  
High—**98c**

**Washboards**  
Folding, 20 x 12 x 12  
High—**54c**

**Garbage Cans**  
Folding, 20 x 12 x 12  
High—**\$1.29**

**Carpet Sweepers**  
Folding, 20 x 12 x 12  
High—**98c**

**Dry Hand Mops**  
Folding, 20 x 12 x 12  
High—**98c**

## Parcelain Table Tops and Tables

**White Tables**  
1300 Sets of gleaming white first quality porcelain top tops complete with hardware. 22½x34 inches and 22½x32 inches.  
**\$5.95**

**Kitchen Chairs**  
98c

**White Porcelain Table Tops**  
1300 Sets of gleaming white first quality porcelain top tops complete with hardware. 22½x34 inches and 22½x32 inches.  
**\$1.35 to \$4.80**

**Perfect Porcelain Tub Tops**  
1300 Sets of gleaming white first quality porcelain tub tops complete with hardware. 22½x34 inches and 22½x32 inches.  
**\$3.74**

## Refrigerators of Famous Makes

**"ALASKA"**  
36 inches wide  
15 inches high  
Side bar  
21 inches wide  
21 inches high  
Side bar  
21 inches wide  
21 inches high  
Side bar  
**\$2.95**

**"RANNEY"**  
36 inches wide  
15 inches high  
Side bar  
21 inches wide  
21 inches high  
Side bar  
21 inches wide  
21 inches high  
Side bar  
**\$2.95**

## FOR ONE DAY!

**Window Ventilators, 9 inches**  
High, Extend to 37 inches  
**44c**

**1½ Yard Wide White Table Oil Cloth**  
**19c**

**White Panel**  
Towel Rack  
White Panel  
Soap Holder  
White Panel  
Paper Holder  
Paper Holder  
Paper Holder  
Paper Holder  
**98c**

## Values in Good Gas Ranges

**\$15.70**

**Dangler Gas Range**  
A high grade, range, with white enamel, door and griddle, 2 burners. With boiler.  
**\$15.70**

**\$39.70**

**Eclipse Gas Range**  
2 burners, including enamel burner, broiling oven, porcelain top and broiler pan.  
**\$39.70**

## MAIL ORDERS FILLED WHILE QUANTITIES LAST. NO C. O. D.'S.

CONSOLE NEW KIND OF HOUSEFURNISHINGS STORE—FURN. PLAN.

throughout April and into the month of May, so should the merchant not overlook the sales value of advertising these goods during the entire spring months.

At the recent annual meeting of the American Ceramic Society, held in St. Louis, Mo., Samuel T. Larkins, general manager of the National China Co., Salineville, O., was made chairman of the White Ware Division of the Society. Forrest K. Pence, head of the research department of the Knowles, Taylor & Knowles plant, last year President of the Society, has been made a member of the Research Committee of that body. He is also a member of the Research Committee of the United States Potters' Association, as is also Mr. Larkin. This is the first time the White Ware Division has had a chairman from the East Liverpool district.

While these two advertisements occupy large space, the merchant who advertises in even a few inches of space can create a proportionately good effect by featuring one division of housefurnishings. In connection with the ads

The Pattern  
"Paris"



The Shape  
"Ideal"

One of our new open stock patterns that has registered a substantial success. You are sure to be fascinated with it, too.

Its striking color treatment in brilliant shades of French blue, buff, pink and green with coin gold edging and handles to add to its richness is indeed irresistible.



# Vogt & Dose

T&V

FRENCH CHINA DINNERWARE and FANCY CHINA

65 Barclay Street,

∴

∴

New York

Twenty-five Open Stock Patterns Carried in New York



# It Will Pay You to Visit Our Display of Chinese Lines

Complete Assortment of Gold Medallion and Blue Canton Wares

Art Goods  
Novelties  
Slippers  
Embroideries  
Fans  
Tea  
Lychee Nuts  
Jades



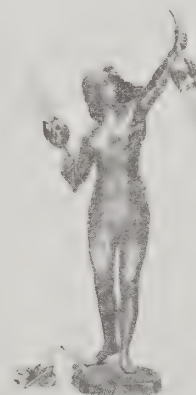
Porcelains  
Musical Instruments  
Baskets  
Teakwood Furniture  
*If It Is Chinese We Have It*

BLUE CANTON WARE.

約司公信誠島

16-18 East 30th Street **SINCERE TRADING CO.** NEW YORK  
Importers of Chinese and Other Oriental Goods Between 5th and Madison Aves.

**Koscherak Bros.**  
129-131 Fifth Ave.  
New York



Venetian Glassware  
Italian Pottery  
Czecho-Slovakian Pottery  
Czecho-Slovakian Fancy Glassware  
Royal Teplitz Novelties  
Bronze Novelties  
Engraved and Decorated Glassware and China  
Service Plates  
Dresden Decorated China  
Polychrome Candlesticks  
Book Ends  
Lamps  
Decorated Candles

Silk Shades  
Parchment Shades  
Hanging Baskets for Porches  
Artificial Flowers  
Artificial Fruit  
Open Work Faience  
Bohemian Glassware  
Gold Engraved Service Plates  
and  
Our Lines of  
Open Stock Dinnerware  
and  
Glassware

# Now Is the Time to Push Summer Household Utilities

Domestic Ice Cream Making Demands a Varied Line of Kitchen Utilities—Salespeople Should Begin to Talk About Ice Cream Freezers, Refrigerators and Seasonable Small Wares in Early Spring to Stimulate Sales for Customers' Summer Needs

By BEATRICE MILLER WISNER

THE usage of ice cream in the home has reached the high "C" of popularity as an everyday desert.

Home made ice cream has brought into commission a large amount of kitchen utilities which is stimulating inquiry for these products and increasing sales in department stores and small out-of-town hardware and housefurnishing stores. The Spring season affords a greater percentage of sales for goods essential to ice cream making than any other season, because of the approaching warm weather and the need of cooling deserts.

In early Spring ice cream freezers are in great demand, and salesmen should be alert and well posted on the various types on the market. In fact, it would be a good thing for salesmen to visit some factory where freezers are manufactured, in order to become acquainted with the selling features of the particular freezer which his firm handles. Its working principles, refrigeration, construction, quality of material and sanitary features should be well studied, that the salesman may present to his customers every feature of merit possessed by the product.

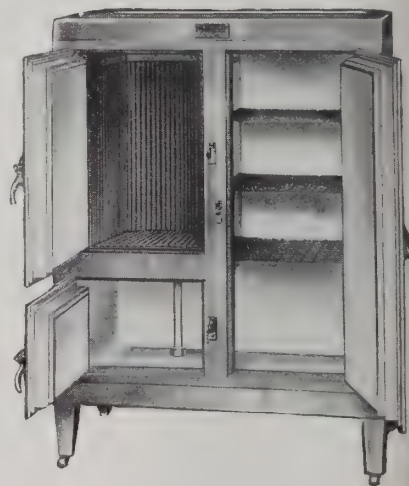


## KNOW YOUR LINE

Many prospective purchasers are turned away through indifferent salesman who does not know his line, and when questioned concerning this or that feature, seems utterly ignorant of the make, material or construction of the article which he is paid to push and sell. This also holds good of aluminum and enameled ware which are strong selling utilities for domestic ice cream making. There are so many good points in these culinary requisites, that it is a pity a salesman should neglect to inform his customer of their sterling qualities, such as gauge, one piece, security handles, sanitation, novel lids or other features which will prove sure selling magnets. Aluminum and enameled ware are all-year products, but with domestic ice cream making they are an absolute necessity; measuring spoons, saucepans, kettles and every variety of double boiler for cooking custard have a strong appeal to the ambitious housewife in the spring season. Women are keener purchasers of household utilities than men and often a woman will remark to a salesman "you say this article is good, why is it good?" Nine chances out of ten he will stand staring blankly, looking as

though he had been asked to tell off-hand the exact height of the Eiffel Tower or the depth of the Mediterranean Sea. Here is an instance where ignorance fails to register bliss, and even though the demand for these utilities has reached the high water mark, it can be lessened and weakened when a salesman does not demonstrate, even to a willing purchaser, some of the good points in manufacture and quality of marketable goods in his department.

Refrigerators have a ready market before early summer and are closely allied to ice cream making. They are an indispensable requisite in the home, and the housewife is



looking for a good make that will keep the necessary amount of ice for her ice cream freezer. There is great competition in this line and it is all the more urgent that a salesman should know the merits of the goods he is selling and strengthen his sales talk by knowledge of manufacturing and refrigerating principles to satisfy the farsighted and discriminating woman buyer.

Success in selling is like every other success. The first principle is knowing the potent features of the article, and the second is to be able to talk convincingly on the selling points. Without knowledge, sales are only made by chance or through the leniency or ignorance of a customer.

Knowledge of the merchandise sold is selling power, and will ever continue to be so, because under the urge of steadily increasing competition, the buyer must often be convinced that the goods you offer are the best to satisfy his needs.

You can create a favorable opinion if you advertise well, and you can create something quite the reverse if you advertise badly or carelessly. You can make your advertising stand for quality and high-class service, or you can make it create an impression quite the reverse.



# A B C OSCILLATOR

## \$99-

*Retail Price West  
of Rockies, \$105*



## It Has Taken America by Storm!

The A B C Oscillator at \$99 has proved it is a value that thousands have awaited.

Many of the largest and most widely famed Department Store and Housefurnishing Dealers are featuring it on their floors and are attracting buyers in numbers that have astonished even the most optimistic.

For never before has a washer of this type, bearing a famous maker's name, been sold at such a price.

This A B C Oscillator is an electric washer of full-size six-sheet capacity with a *heavy tin-lined copper tub*, a heavy angle-iron frame and a quiet springless mechanism.

It has a *galvanized iron cabinet* which safely encloses all moving parts and yet permits free access to them.

You can put on a sensational sale with this value—you can get behind it enthusiastically because *the price allows you a FULL profit!* You can do business, make friends, make money—*now!*

We will show you how to proceed—along exactly the lines already proved so successful by other dealers.

Now is the time! The public is looking for a chance to buy such a value! This has been proved in cities everywhere!

*The proposition deserves your inquiry by wire—today!*

**ALTORFER BROS. COMPANY**

*Pioneer and Leading Makers of Washers and Ironers*

Peoria, Illinois

New York

San Francisco

Brantford, Canada

# Appropriate Gift and Art Wares Make Attractive Porch Furnishings

The Modern Piazza Has Become an Outdoor Living Room With A Distinctive Atmosphere of its Own—Here are Some Desirable Items to Help Merchants Stimulate Lagging Sales

WITH the passing of the old-time piazza, there has come to lovers of luxurious out-of-door surroundings, in the modern piazza, a place of lazy comfort and happy retreat. Recalling the piazzas of our great grandmothers, there was not a semblance of comfort about these poor little narrow affairs which sometimes served only as an entrance porch, and even in the highly pretentious Colonial houses, there was not much thought paid to piazza furnishings. The homely stiff-backed chairs rigidly placed in rows against the siding of the house, perhaps a wooden bench or a little tip table, but that was all that dared break in upon the proper and set style of porch furnishings in Colonial times. With the modern piazza-room, for that is what the new up-to-date piazza really is, every unique article has been appropriated that will enhance the luxuriousness of this out-of-door lounging room.

## For the Afternoon Tea

As five o'clock tea drinking has become a National habit in the United States, much care has been exercised in choosing individual and characteristic service for the tea-table or tea-wagon so universally used with piazza necessities. Plain colors are quite effective for out-of-door service, while the richness of Japanese and Chinese sets always combine well with other decorations. A nine-piece tea set in beautiful blues or yellow is a splendid addition to the porch tea-table. This set has six cups and saucers, cream, sugar and teapot. The cups are flaring and the other pieces designed to match. The "Hawthorn" pattern is employed in each article giving a pleasing and refreshing decorative element.

Tea service naturally brings the tray into its own, and these are endless in style and design. The less expensive have decorated linings, covered with glass and serviceable handles, while the more expensive imported ones show wonderful effects in gold tracings of Chinese or Japanese architecture and birds in brilliant hues on lacquer or other composition ware. Florentine art is



By Morimura Bros.

among the choice exquisitely decorated trays in every variety that harmonizes with daintiest tea service.

Piazza gifts are extremely timely during the spring season and offer a sincere expression of affection and remembrance in refreshing, dainty and colorful combinations. For shut-ins, the piazza-room means perhaps the only source of outing, and bright and cheery surroundings make this room a beautiful and enjoyable retreat. For friendly tributes a piazza gift is always welcome.

## Novelties of Beauty Find a Place

In noting some of the most delightful piazza fittings, there is the new bird cage-stand, which allows the cage to swing inside a hanging rack. Some of these bird cages are elaborate, most beautifully designed and decorated with oriental silk tassels. For floral tributes, a very attractive form of decoration is the new hanging basket. These come in glass, wicker and Czechoslovak porcelains, and one very unique basket or bowl is modeled after a pond lily, two pond lilies joined together in such fashion that the center admits of flowers and is also used for holding water for their preservation. Four or five of these unusual baskets can be utilized suspended from the piazza ceiling with most striking effect. For holding larger flowers, tall graceful vases in plain colors or the quaint squatty shapes, in blues and yellows will be found to harmonize with almost every tone of furnishing, while the brass and copper jardinières are always in good taste, and as the season advances serve for fern or palm holders.



By Mogi, Momono & Co.

To emphasize the charm of standard piazza lamps there is a bewitching variety of parchment and metal shades which are serviceable at all seasons. The new small animal porcelain table imported lamp, singularly

(Continued on page 60)



# Novelties of Beauty

## From Many Shops in Fascination Lane

A Page of Selected Items Gleaned From Many Dependable Sources and Representative of the Best Offerings in Art and Gift Goods Which Will Attract Your Trade and Persuade Them to Buy

By BEATRICE MILLER WISNER



Fine Art in Hand Hammered Brass Bowl  
*The Craftsman Studios, Los Angeles, Cal.*



Unusual Model.  
Boudoir Lamp  
*Real Art Marble Works, 309 Bleecker Street, New York*



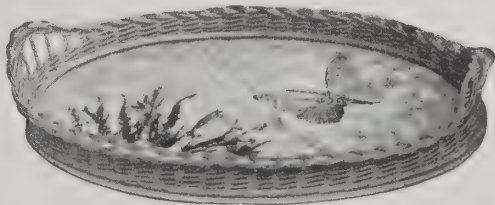
Decorative, Oriental Lantern  
*Sincere Trading Company, 16-18 East Thirtieth Street, New York*



Artistic Japanese Flower Bowl and Stand  
*Taiyo Trading Company, 101 Fifth Avenue, New York*



Useful Ash Tray and Match Box, Hand Hammered Brass  
*The Craftsman Studios, 2818 South San Pedro Street, Los Angeles, Cal.*



Unique, Dainty Butterfly and Milkweed Decorated Tray  
*Butterfly Box, Boston, Mass.*

# New York Directory

## IMPORTERS

**FERDINAND BING & CO.'S, Successors,**  
67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

**EDWARD BOOTE, 35-37 West 23d St.**  
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots

**GEO. F. BASSETT & CO., 73 Barclay St.**

"The Dinnerware House of America."

**L. D. BLOCH & CO., 37-41 East 18th St.**  
Importers of China and Glass, Mfrs of Lamps, Shades and Novelties.

**CZECHO-SLOVAK COMMERCIAL CORPORATION OF AMERICA, 141-151 Fifth Ave.**

Czecho-slovak glass and china of every description. Lighting Glassware, Dolls, Toys and Novelties. Telephone—Ashland 7640.

**JOHN DAVISON, Inc., 14 Barclay St.**

English China, Earthenware and Glass.

**A. J. FONDEVILLE & CO., 135 Fifth Ave.**

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

**OTTO GOETZ, 43 Murray St.**

Importer of Crockery, China and Glassware for immediate delivery.

**HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.**

**HAVILAND & CO., 11 East 36th St.**

The Famous "Haviland China" known since 1840.

**KWONG, YUEN & CO., Inc., 253 Fifth Ave.**

Importers of Chinese and Japanese Goods. Telephone—Madison Sq. 9656.

**HERMAN C. KUPPER, 52 Murray St.**  
Ahrenfeldt French China.

**MADDOCK & MILLER, 54 Murray St.**

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros' Teapots, Wileman & Co., China.

**G. E. MEISSNER, Importers and Commission Merchants, 108 East 16th St.**

Aluminum Cooking Utensils, House-furnishing Specialties, Dolls and Toys, Vacuum Bottles and Novelties.

**MOGI, MOMONOI & CO., 105-107 East 16th St.**

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

**MORIMURA BROS., 53-57 West 23d St.**  
Japanese Goods.

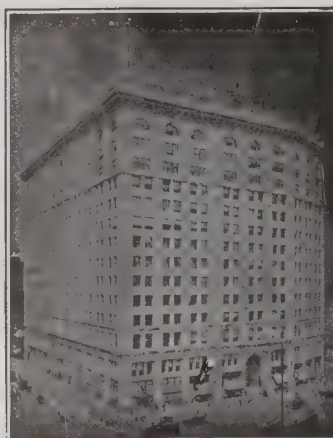
**LA PORCELAINE LIMOUSINE, 25 West Broadway.**

Formerly M. Redon. Alfred G. Moment, Agent.

**PERCY N. LEYLAND, Inc., 184 Fifth Ave.**

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

## The Fifth Avenue Building



Uptown Headquarters  
for the

Pottery Glass China  
Metal Goods and House-  
wares Trades

**WM. S. PITCAIRN CORPORATION,**  
104 Fifth Ave.

Grindley, Doulton. Furnival.

**PAUL A. STRAUB & CO., 105-107 Fifth Ave.**

Tirschenreuth Dinnerware, Specialties in glassware, etc.

**ROBERT SLIMMON & CO., 96 to 102 Church St.**

A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

**L. STRAUS & SONS, 42, 44, 46 Warren and 116 Chambers Sts.**

Importers and Manufacturers.

**TAIYO TRADING CO., Inc., 101 Fifth Ave.**

Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

**B. TOMBY, Inc., 9 East 47th St., Representing:**

Royal Berlin, Royal Dresden, Lorenz

Hutschenreuther, Koenigszelt, Paul Mueller, Royal Nymphenburg, Reinhold Schlegelmilch, Royal Karlsruhe Majolica.

**JUSTIN THARAUD, 25 West Broadway.**

Sole agent for L'Union Ceramique, Limoges, France.  
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony.

**VOGT & DOSE, 65 Barclay St.**

Open stock dinnerware patterns. White China for decorating.

**J. H. VENON, Inc., 104 Fifth Ave.**

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

**KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.**

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

## DOMESTIC GLASSWARE

**BONITA ART CO., Cox & Company, Representatives, 120 Fifth Ave.**

"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

**CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.**

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

**DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.**

Colored and Iridescent Glassware.

**ECONOMY TUMBLER CO., Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.**

Fine blown tumblers and stemware.

**FOSTORIA GLASS CO., 141-147 Fifth Ave.**

Pressed and blown glassware. John Nixon, Representative.

**GILLINDER & SONS, Inc., 224 Fifth Ave.**

Lighting glassware, glass specialties.

**LANCASTER (O.) GLASS CO., Fred Skelton, Representative, 200 Fifth Ave.**

Pressed ware, lamps, tumblers and novelties.

**UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.**

Pressed and blown glassware.

## LAMPS, SHADES AND LIGHT-ING GLASSWARE

**ARMOR BRONZE CO., Factory, Garwood, N. J. Showrooms, 236 Fifth Ave. and 67-69 Irving Place.**

Manufacturers of metalized lamps, lighting fixtures, art objects, book-ends, etc.



**WM. R. NOE & SONS, 43-47 East 10th St.**

Illuminating glassware, mahogany lamps and silk shades.

**PHOENIX GLASS CO., 230 Fifth Ave.**

Illuminating glassware, electric portables, oil lamps, etc. Telephones, Madison Square 6435 and 6436.

**THE H. E. RAINAUD CO., 19 Madison Ave.**

Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix and Wilcken, representatives.

**ROYAL ART GLASS CO., 243 Canal St.**

Manufacturers of metal lamps for electricity and gas domes.

**THE MAIBRUNN CO., Inc., 40-42 East 19th St.**

Lamp Shades and Lamps. Telephone Stuyvesant 6696.

**CUT GLASS****H. A. DIEHL, 24 West 23rd St.**

Cut glass—complete range of shapes and patterns in heavy and light cuttings. Gold-encrusted glassware. Mirror plateaux. Telephone—Watkins 9917.

**LIBBEY GLASS MANUFACTURING CO.**

Cut and Engraved Crystal. Room 209 Fifth Avenue Bldg. Represented by K. P. Lockitt.

**THE PAIRPOINT CORPORATION, 43 West 23d St.**

Complete line cut glass, Sheffield reproductions, electroliers, silver plate and prize cups.

**TUTHILL CUT GLASS CO.**

Makers of rock crystal. J. Carl Underwood, New York Representative, 170 Fifth Ave., Corner 22nd St. Telephone Gramercy 6332.

**DOMESTIC POTTERY****FRENCH CHINA CO., Sebring, Ohio.**

E. V. Weiss, Sales Manager, 874 Broadway. High-Grade Semi-Porcelain Dinnerware.

**GUERNSEYWARE, Cambridge, O.**

New York Salesroom, 16 W. 23rd Street. Cooking Utensils, Vitrified Porcelain, Plain and Decorated. Rolled Edge Hotelware, Vitrified China, Plain and Decorated. Tel. Gramercy 4413.

**ROSEVILLE POTTERY CO., 621 Fifth Ave., cor. 50th St. F. D. Van Arsdale, New York Manager.**

Lustre Art Pottery, Jardinieres, etc. Nursery Items and Black Tea Pots.

**THE SAXON CHINA CO., Sebring, Ohio.**

E. V. Weiss, Sales Manager, 874

Broadway. High-Grade Semi-Porcelain Dinnerware.

**THE SEBRING POTTERY CO., Sebring, Ohio.****THE WORCESTER CHINA CO., Sebring, Ohio.**

M. J. George, Representative. Fourth Floor, Armion Building, 7th Ave. and 36th St. High-Grade Dinner Ware.

**DECORATORS****FLODEL DECORATING WORKS, 129-131 Fifth Ave.**

Dealers and Decorators of Fine Glass and China. R. H. Fogel, Proprietor. Phone, Stuyvesant 8905.

**COX & COMPANY**

120 5th Avenue  
N. W. corner of 17th Street

**Glassware**

Imperial Glass Company  
Economy Tumbler Co.  
Bonita Art Glass Co.  
T. B. Clark & Co.  
S. K. Bitner & Co.

**Dinnerware**

The Homer Laughlin China Co.

**Pottery**

Oxford Pottery Co.  
Brush McCoy Pottery Co.

**Housefurnishings**

Toledo Cooker Co.  
Wapak Hollowware Co.

**Gas and Elec. Table Lamps**

Wm. B. Young Co.

**Sterling Silverware**

Frank W. Smith Co.

**Statuary**

Moriconi Statuary Co.

**MANUFACTURERS' AGENTS****H. BENEDIKT, 7 West 22d St.**

Representing Canonsburg Pottery Co., W. S. George Pottery Co., Industrial Glass Co., Atlantic Cut Glass Works, Wilson Mfg. Co., Telephone, Gramercy 5144.

**J. CARL UNDERWOOD, 170 Fifth Ave., cor. 22nd St.**

Representing T. A. McNicol Pottery Co., dinnerware; Associated Mfg. Co., Japanese china; Art Novelty Co., art ware, "Underwood," Baby Plate; Novelties. Telephone Gramercy 6332.

**DELA CROIX & WILCKEN, 19 Madison Ave.**

H. Northwood Co., Colored and

decorated glassware. Illuminating glassware. Lustre Art Glass Co., Artistic glassware. Lighting glassware. The Sterling China Co., vitrified hotel specialties. Telephone, Madison Sq. 9723.

**HORACE C. GRAY CO., Fifth Avenue Building.**

Representing Fenton Art Glass Co., Glassware, cut, colored and plain. Star Glass Co., Illuminating Glassware. Sterling Glass Co., Fine Heavy Cut Glass. Westmoreland Specialty Co., High Grade Table Glassware and Specialties. Marion Glass Mfg. Co., Popular priced light cuttings. Indiana Glass Co., Pressed Table Glassware and Lamps. Huntington Tumbler Co., Blown Glassware, Plain, Cut, Enameled and Etched. West End Pottery Co., Dinnerware and Specialties. Co-Operative Flint Glass Co., Table and Soda Fountain Glassware, Aquaria, etc. Telephone, Gramercy 6311.

**D. KING IRWIN, Fifth Avenue Building.**

Iroquois China Co., Hotel China. National China Co., Quality dinnerware. Aetna Cut Glass Co. and George W. Murphy, Heavy cut glass. Iona Cut Glass Co., Light cut glass. Paden City Glass Mfg. Co., Table, soda fountain glassware. Suite 305, telephone, Gramercy 6571.

**THOMAS G. JONES, Fifth Avenue Building.**

Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

**GEO. C. KINDT & CO., Inc., 19-21 W. 24th St.**

Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

**McKENNA BROS. SALES CORP., 1271 Broadway, corner 32d St.**

Kelly & Steinman, Inc., McKenna Bros. Cut Glass Factory, Camden City Cut Glass Co., National Mirror Plateaux Mfg. Co., Our Gold Decorated Lines, Special Value Lamp Lines, John E. Rohrbeck's Mirror Plateaux. Telephone, Pennsylvania 2165.

**HENRY WITTE, 24 West 23rd St.**

Representing Maryland Glass Co., Cumberland, Md.; The Krantz & Sell Co., Inc., Honesdale, Pa.; William H. Gibbs & Co., Inc., Stroudsburg, Pa.; Toledo Star Cut Glass Co., Toledo, O.

## SPECIAL NOTICES

WELL KNOWN REPRESENTATIVE WANTS  
GLASS WARE LINE

ONE of the best known manufacturer's representatives in New York, with extensive following and attractive sample room in the heart of the up-town district, wants to secure for the metropolitan territory, the representation of a first-class factory making a complete line of blown glass table ware. A-1 References. Box 159, care of CROCKERY AND GLASS JOURNAL.

MANUFACTURER of popular priced table, floor and boudoir lamps and gift art products wants a few good men covering medium sized towns to handle his merchandise as a side line. Box 158, care CROCKERY AND GLASS JOURNAL.

WELL known crockery representative with following and sample room in New York, wants to represent factory making complete line of crockery and pottery. Box 160, c/o CROCKERY AND GLASS JOURNAL.

SALESMAN with twenty-five years experience selling pottery, glassware, lamps and shades, wishes to connect with first class concern for the Middle West and Southern territories. Successful record. References furnished. Box 161, c/o CROCKERY AND GLASS JOURNAL.

## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors Private Moulds Worked.

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Celluloid Cap &amp; Metal Ring Co., Inc.

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We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples



## "ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
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in beautiful colored glazes and

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THE ZANE POTTERY CO.

South Zanesville, Ohio

## National Sales Specialist

Let me cure your sales ills. No fee  
unless I am successful.

DAVID C. ROSETAHL

954 HOE AVE., BRONX

PHONE—INTERVALE 2228

Gift-Art Wares Make Attractive Porch  
Furnishings

(Continued from page 56)

designed and fitted with unique shade, is a novel and conspicuous adornment for the porch table. No piazza is now considered well equipped unless an artistic lamp is included, as these outside rooms are not confined to summer usage, but are fitted for all-year living rooms. When the fall days are too cool for comfort, the modern piazza is enclosed with glass and equipped with steam heat and electricity to make it habitable for the autumn and winter days.

Many functions are held in these cosy comfortably furnished outside rooms. Bridge parties, teas, birthday parties, luncheons are welcomed to the out-of-door living room. At these social gatherings prizes and remembrances of every variety are much in evidence during the spring and summer festivities, bringing Gift Shop wares conspicuously before doting admirers of fads and fancies for favors suitable to these occasions.

## Business Briefs

Incorporation papers have been filed by the Tri-Me Mfg. Co., Buffalo, N. Y., to deal in glass ware, with a capital of \$20,000 and directors Leonard J. Cole, Agnes A. Hauck and Albert Lindner.

A petition in bankruptcy has been filed against Morris Markowitz and Harry Zlotordn, doing business as the Mutual Novelty Co., 26 St. Marks Place, Brooklyn, N. Y.

The Strand 5-10-25 Cent Stores, Brooklyn, N. Y., has been incorporated with a capital of \$10,000.

One of the largest Chicago mail order houses reports that prices in its new catalogue are considerably below the prices of a year ago and expects a greater volume of business will result due to the reduction and more stabilized prices throughout the market. However, business seems a bit late in getting under way and the seasonal Spring buying has not as yet developed to any appreciable extent.

Simonds & Adams Co., Haverhill, Mass., has been incorporated as a general department store by Eugene T. Adams, James F. Ring and Earl Powers with a capital of \$300,000.

Bannon's Department Store, St. Paul, Minn., is now being conducted under new management. Hugo Hirschmann of Clemens & Ranger and Henry Clemens, a member of the old firm, are the new managers, having bought out the interests of S. Reuler and Isaac Summerfield who have owned the store for many years. The transaction involved several million and the new firm will be known as Bannon's, Incorporated. The new owners have secured a 95-year lease on which the building stands, and contemplate the erection of a new \$1,000,000 structure.



# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

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## AS THE EDITOR SEES IT

### PUSHING FOR PROSPERITY

**B**USINESS is dull, there is no question about that; and while conditions are, broadly considered, somewhat improved, the pick-up is discouragingly slow. We have been told that business has turned the corner leading to normalcy, that the worst is past and the ship of prosperity is in the offing; that steel production is better and the railroads are pulling out of the long tunnel of depression. This is encouraging to be sure, but it doesn't interest the wholesaler and retailer of crockery, glassware and allied lines very much. Merchants are more interested in their own particular branch of trade and while the business done by the carriers, coal mines and so on are important factors in the prosperity of the Nation, and affect all business indirectly, the information that these basic enterprises are picking up doesn't sell more crockery and glassware.

**B**UT the signs of a Nation wide improvement are unmistakable, and while good times may be slow in coming, no merchant should overlook the fact that prosperity is on the way. And it will unquestionably arrive more quickly if every merchant will put his shoulder to the wheel and help push the business bus out of the rut of depression it is now in. Instead of waiting for the other fellow to go ahead, all should do a little pushing and apply the force where it will do the most good. The other day in the subway I read a sign which said, "Get busy and help others to be busy." That strikes me as the right viewpoint. It is a message to snap out of drifting pessimism and do something. Prosperity will not just happen or come 'round like the seasons but is the sum total of a good deal of hard work by a good many people. If you are pushing your business to the best of your ability, you are pushing for prosperity, and if

you are not you should promptly begin. How? By using the two biggest constructive forces in the mercantile world, advertising and salesmanship.

**A**DVERTISING and Salesmanship are the working partners in every successful wholesale and retail store. Advertising and salesmanship introduces, invites and brings customers while good goods at right prices hold them. Advertising and salesmanship are the twins of every successful wholesale and retail enterprise. They are the business builders and ought therefore to be considered as the most important developers of trade. When checking up the expense and sales of either the wholesale or retail store, the wise merchant will not endeavor to effect a saving on salesman's salaries and advertising if it is possible to avoid it. In fact, the percentage of these two items should be maintained at a highly efficient level, otherwise a cut of either will be sure to show in decreasing the volume of sales, and there are few merchants who can afford this at the present moment.

**W**HEN business is moving slowly a good many progressive merchants will tell you that they keep their entire force of salesmen, advertise consistently and carefully and push all the harder for business. Instead of cutting down on advertising they eliminate all unnecessary expense by carefully selecting their space in the most profitable publications. This means that the wholesaler usually selects the most representative trade journals and the retailer picks the most profitable newspapers which cover the class of trade who purchase the goods he sells. This is a simon-pure business proposition and I believe it is a sensible one and my belief is based entirely upon the

(Continued on page 34)

# Sales Force Should Work with the Manager

You Can Get the Best Results by Making Salesmen Feel That They Are an Important Part of the Organization. Give Them the Benefit of Your Experience, But Try to Forget That They Are "Subordinates"

PLEASE read the caption of this article again and take special notice of the word "with." It is the keynote of the paragraphs that follow, says A. R. Specht, Vice-President of the Owl Drug Company, in the Druggists' Circular.

A sales force should be handled in much the same way that a successful parent rears a family: with the least possible amount of friction; listening to "both sides of the story;" adjusting misunderstandings so that all parties concerned are satisfied; gaining the confidence of your sales force—and holding it—for unless you have your employees' confidence they will never work with you. In spite of deep-rooted dissatisfaction, employees may continue to work for you, but unless they work with you the results are not 100 per cent satisfactory.

An employee working with you will not quibble about fifteen minutes' overtime; will not intimate to your customers that he is unhappy; that your methods are not what they should be; nor will such an employee do anything, knowingly, that would be detrimental to your best interests. You cannot meet each and every one of your customers, and it follows therefore that your treatment of your employees must be such as to reflect your personality in their actions toward the public.

Every store should have certain well defined policies in the handling of employees, and those making application for position, and these policies should be adhered to consistently.

## THE APPLICANT FOR A POSITION

We will start you with the applicant for a position. You may have nothing definite to offer, but give him a hearing, for you have no certainty when you will be in need of assistance and you may find it very convenient to call upon the applicant to whom you had no definite offer to make a few weeks or months previously. At any rate, having given the applicant a cordial hearing, your store will not gain the reputation of being an undesirable place to be employed.

Next we will consider the applicant to whom you have something definite to offer. Make him feel comfortable, for he is at a disadvantage to begin with, and if he is not comfortable he is not natural. Very often "good material" is lost simply because the applicant is at a disadvantage and fails to impress a prospective employer as favorably as he would the public when he felt perfectly at ease.

## THE NEW EMPLOYEE

When hired, tell the employee what you desire of him, for he is no mind reader. Then proceed to teach him your method of doing business, which should be above reproach in every way. Do not expect him to do as you say unless you yourself practise that which you teach and expect of others.

Never permit wilful substitution, misstatements or indifference; regard either of them as detrimental to your good name.

Have "heart-to-heart" talks with your newly employed salespeople; help and encourage them; show them their weakness in selling arguments and methods of handling customers. This assistance should never be given in the presence of customers and, if possible, it should be done privately, for the human element is much the same the world over, and the reproach given before an audience hurts keenly and is not productive of as much good as the few words tactfully spoken in private.

## COURTESY AND KINDLINESS

Have a pleasant greeting for the members of your sales force and a "Thank you" for any courtesy they may extend to you. You will be surprised how the same attitude will be reflected through them to your trade, and your store will be recognized as a vending place of cheerful service as well as dependable drug store merchandise.

A genuine interest in the welfare of your sales force as well as their families produces a feeling of friendship and confidence and will result in renewed efforts on their part to further your best interests when the opportunity presents itself.

There seems to be no end to what could be written on this subject, but I think the following briefly sums up the story:

Be human; treat your salespeople as human beings and not as machines; follow the Golden Rule; exercise good judgment; give praise when merited; forget that you "outrank" the people who take instructions from you; gain the confidence of your sales force and they will work with you through thick and thin. I have tried it and know that there is no greater impetus to success than the realization that an organization is working with you.

## EVERY MERCHANT SHOULD BE A TEACHER

I have always tried to follow A B C principles in doing business, says Saunders Norvell in Drug Topics. I do not like people who are so learned that you cannot under-



stand them or what they have to say. The greatest things in the world are all simple things. The greatest successes have been so simple that we wonder at them. When a life insurance policy or anything else is so complicated that you cannot understand it, it is a good rule to leave it alone.

What do we need to-day most in the retail business in New York? There is only one answer—it is service. Of all men in business the retailer can least afford to make a mistake.

What do you expect most of your clerks? Next to accuracy in their work you expect them not to miss a sale. What is the first thing to do to avoid missing sales? Answer—have the goods in stock. I have known merchants to grow rich who only had one idea, and that was to always have the goods on hand when they were called for.

There is another A B C thought for proprietors. Do not try to do all the business yourself. Train your clerks. There is a pleasant way to make five cents change for a customer to use in the telephone. Some cashiers do not realize the value of a smile when they make change. Show your cashier this article.

Everything that makes your store a pleasant one in which to buy goods or a pleasant one to telephone to or a pleasant one in which to work, is good salesmanship. It builds up your good will, and good will has an actual value in dollars and cents.

There are many ways of attracting new patrons.

Advertising will do it; also circulars sent through the mail.

A window that is especially interesting will entice many passerby to enter.

#### CULTIVATE CASUAL SHOPPER

One of the best ways to make steady customers is by cultivating the casual shopper who drops in once or twice.

Don't hesitate to invite her to call again.

Get her name if you can and remember it.

The reason why many stores do not increase their steady patronage faster is because they treat every new-comer as "one of the crowd" that comes and goes. Their manner, though it may be courteous, seems to say, "We never saw you before and wouldn't know you if you called again."

Human beings like to be recognized as individuals.

One merchant we know thanks every first caller for her patronage and hands her a neatly printed card on which is stated the service policy of his store. That gets him many new, steady patrons.

One very healthy condition has grown out of our method of advertising. Our customers have become unaccustomed to bargain hunting. They appear to know that they can get what they want when they want it and at a correct price. Baits or bargains do not have the same drawing power that they used to have, but a constant business that is always growing keeps our cash receipts larger now with lower prices than they were a year ago when prices were high.

We said above that advertising and service were the two factors in our success against some things that might be called "hard luck." While we elucidated somewhat on advertising, maybe we didn't say—plainly enough—that the advertising must be truthful. Nothing else pays if you intend to stay in one place and build a business. Lay your cards on the table in front of your customer and he will have confidence in you—then you have easier sledding.

Now a word about service.

You must look out for a "profit" large enough to pay your expenses. Nothing else will do. If you do not mark your "profit" large enough, on the theory that you will save money for your customer, you are treating him just as if you were working for a man for your board and didn't eat, in order to save your employer's food. Yes, you must have your proper mark-up, and that is determined by your cost of doing business. But when you have the goods in your store, on the shelves ready to sell, and the mark-up figured properly, then you must forget the profit end of your business and think only of how well you can serve your customer. If he can save money by buying half a dozen cans, tell him so. If you know that "Hip-Hip" corn will suit him better than "Riff-Raff" brand, give him that information and tell him why. If you have reason to believe that those "Green Cross" shoes will give better service for his use than the "Gold Band" shoe, you also must tell him that. Do not try to think for him or dictate to him, but tell him just the way you would tell your brother or your friend or neighbor. If you cannot fit him in a pair of shoes, but notice while waiting on him that a tip is missing on his shoe lace, put a new one on for him. Then tell him you are quite sure your competitor across the street or down the next block carried just the shoe that you think will fit his particular foot. It takes years to learn what "service" means, but when you have learned it your own success is assured and your reputation as a reliable merchant can be read in the face of every member of your community and way into the next counties.

#### Glass Factories to be Busy

There will be no suspension of work in pressed and blown glass factories this summer, according to a decision following a conference between manufacturers and committees representing workers held in Pittsburgh last Tuesday afternoon. This conference followed the annual meeting of the National Association of Manufacturers of Pressed and Blown Glassware. Officers elected for the fiscal year are: President, E. J. Barry, Toledo; Vice President, C. B. Roe, Moundsville; Treasurer, James D. Wilson, Tarentum, Penn. Executive Committee: C. B. Roe, M. W. Gleason, Brooklyn; C. M. Rodefer, Bellaire; Thomas W. McCreary, Monaca, Pa.; Reuben Haley, Pittsburgh.

"It's a long lane that has no turning." Yes, but don't overlook the fact that you have to "make" the turn. —*Forbes Magazine.*

## Importer Denies Fordney Tariff Claims

In an open letter addressed to Joseph W. Fordney, Chairman of the Ways and Means Committee of the House of Representatives, John H. Roth, President of John H. Roth & Co., Peoria, Ill., importers of chinaware, earthenware and glassware, declares that Mr. Fordney "should discuss economic questions without rancor and that it is improper for a public official—the chairman of one of the most important committees in the Congress of the United States—to impute improper motives to any class of citizens, be they importers or retailers, manufacturers or farmers."

"You referred particularly to Mr. Shedd, of Marshall Field & Co. You charged that firm and its president with profiteering. You used the term 'criminal profiteers.' You repeated statements which that firm had denied and contradicted repeatedly in the public press. After making these charges you dramatically held up before the audience a china cup and saucer and made this statement:

" 'This cup and saucer was bought in Japan for 48 sen a dozen (24 cents). The duty on this article is 45 per cent. I bought this cup and saucer at retail in Philadelphia for \$4 a dozen.'

"In these statements you apparently intended to convey the thought that importers and retail merchants are profiteers, and that they are exacting from the consumer exorbitant profits—in the case of Marshall Field & Co., according to your statement, of over 1000 per cent. The ware was perfect in quality and decoration. It was an article, the value and kind with which every importer is fully familiar. I courteously remarked to you that I was very much interested in your address but thought you were in error in your statements as to the rate of duty applying to Japanese chinaware, and that you were wrong as to the Japanese market value.

"You then repeated your statement and remarked that you knew you were correct—that you had in your possession invoices. I therefore charge, Mr. Fordney, that you are not correctly informed, or that you grossly misstated facts; that the rate of duty applying to this commodity under the present tariff schedule, with which you should be familiar, is 20 per cent higher than the rate you named; that the Japanese value of the article in question is 170 per cent higher than the value you stated. You stated that you had the papers to prove your statements were correct. I challenge you to prove the correctness of your statement by the documents you claimed to have in your possession."

Mr. Roth then made a proposition to post \$500 as an evidence of good faith with any bank Mr. Fordney might designate, with the stipulation that if he was in error, and that Mr. Fordney could show that the rate of duty was not over 45 per cent on the cup and saucer exhibited and that the Japanese market value of the same not over 48 sen, he would pay the check to any public charity named.

If there be an elixir of life, it is laughter.—*Forbes Magazine*.

## A Veteran of the Glass Business

As a good many of our readers attended the Chicago Exhibit so will doubtless a good many remember one of the most conspicuous characters present, Mr. A. W. Boggs, who has been associated with the glass business for over forty years and who has held positions of trust with several of our leading factories. At the time when the United States Glass Company started their men on the first trip, Mr. Boggs was one of the first groups of five, and by a singular coincidence, the name of every man associated with this group began with the letter "B," comprising Bruce, Boggs, Brunnett, Brown and Brady.

Mr. Boggs was a Sergeant in the Signal Corps in the Union Army during the Civil War of 1861-1865 and



A. W. BOGGS

served in a like capacity in the late war, and is the only known witness now living who was present at Ford's Theatre in Washington when President Lincoln was shot. Mr. Boggs is now 81 years of age and was associated with the Bureau of Information during the exhibit, taking pardonable pride in his uniform and the several decorations which he wore.

## Sees Business Pick Up

"If this country has the knowledge, the foresight, and the energy, it is possible for it to become what England has long been—the market center of the world. To do this, we must build a race of business men equal to the occasion, men who are capable of playing their parts in a world-wide commercial dynasty."

That is the prediction of James H. McGraw, president of the McGraw-Hill Company, Inc., in *Forbes Magazine*. Mr. McGraw is the publisher of fourteen of the greatest engineering journals in the country and has intimate knowledge of the progress of industry.



## Restoring Confidence to Business

Elimination of "bargain" sales as the first step towards restoring public confidence in the retailer was urged by Alvin E. Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States. Mr. Dodd spoke before the Ohio Retail Dry Goods Association and his speech, in part, follows:

A franker attitude with regard to his goods and his costs, and a policy that aims at giving the customer his money's worth on all goods sold instead of "special" prices on particular goods, is necessary, said Mr. Dodd, on the part of the merchant. The public, he said, has grown suspicious and rightly suspicious of "bargains."

Perhaps the most clamorous problem merchants face to-day, said Mr. Dodd, is the question of retail prices and the justification which merchants can offer for not selling commodities for considerably less than they are forced to pay for them. There seems to be a general impression that every article which the merchant offers to the public in this period of price readjustment should be a bargain; and how the merchant is to fill his inventories with bargains only and pass them on to the public as bargains is one of the problems he faces.

It is probable that some of the merchant's difficulties have been created by his deprecatory attitude; that is, in an attempt to increase sales he has educated the public to believe it is entitled to bargains and to a reduction in price which could not, by any stretch of imagination, be materialized if he is to escape the clutches of the bankruptcy court.

Mr. Dodd in his speech answered charges by the Attorney General of "profiteering" by retail merchants, and voiced objection to the general use of the term.

So far as we have been able to determine there was no general profiteering during the war; and since the term was invented to describe a suppositious condition, the use of the word should be abandoned when even the appearance of that condition has ceased to exist.

Wage earnings during the war reached a very high point. This induced a high rate of expenditure among perhaps millions of people who had been accustomed all their lives to regard the expenditure of a dollar as a serious matter. The armistice brought a sense of relief which was reflected in an orgy of spending and this in turn resulted inevitably in the enormous upward movement of prices which was reflected temporarily in an upward movement of wages. I have touched upon this question at some length because it seems to be so little understood among people who ought to have a thorough acquaintance with the subject and in order to explain to you why even the Attorney General of the United States will use so improper an expression as "profiteering" when discussing the retail prices of commodities.

If the movement of prices upward was due to profiteering someone must invent in turn a phrase which will have the opposite meaning in order to explain the reason why the prices move downward with greater speed than they ever moved upward. This expression must be not only the reverse of profiteering in its meaning but it must be something which indicates a charitable act agreed upon by all merchants and manufacturers to lower prices in order to justify their continuance in business. Any such conclusion, of course, is ridiculous but it is no more ridiculous than to assume that rising prices are due to a conspiracy on the part of all wage earners, manufacturers and merchants.

One of the most frequently heard complaints is that



One of the largest and most attractive displays at the Pittsburgh Exhibit, and one which attracted an unusual amount of favorable comment, was the comprehensive line of the Westmoreland Specialty Co. of which H. C. Gray & Co. are the New York representatives



merchants will not divulge their costs of doing business and that until their attitude is changed the public is justified in believing that the cost of retail distribution is beyond any reasonable necessity. With some little hesitation but with not much fear that I am wrong I am quite sure that the real reason why retail merchants do not respond to this general demand for information is because the retail merchants themselves, except in a very few instances, do not know what their costs of distribution are. And if it is true that you do not know, is it also true that you ought to know?

All of you are interested vitally in this problem and I assume from my knowledge of individuals in your ranks that you will give a whole-hearted support to it, furnishing everything which is required in the nature of facts or figures which will contribute to an exemplification of the subject. We know that retail distribution no longer is a whispering gallery of secrets. There is nothing in your affairs which should not and could not be announced by megaphone from the top of the Washington Monument and I hope soon to see the day when retailing will have mounted to as high a plane of ethics as the highest plane reached by medicine, divinity or law.

### Geologist Discovers New Clay Deposit

One of the finest clay deposits in the South which is believed to be particularly well suited for crockery, has been discovered between Hamlet and Rockingham, N. C., according to a recent statement by Field Surveyer Mooney, who is assistant to Joseph H. Pratt, geologist of the University of North Carolina. In the opinion of Mr. Mooney there is sufficient clay in this field to supply a \$100,000 crockery plant for the next fifty years, and the clay is a white clay which seems particularly well adapted to the manufacture of crockery. While the crockery industry is somewhat of an outside enterprise in North Carolina, Mr. Moody considers it far more profitable than the manufacture of brick and fire clay, and after making samples it is his intention to make an effort to interest manufacturers in developing the project.

### Dominican Glass Imports

The importation of glass and glass products into the Dominican Republic in 1920 showed a very large increase when compared with the imports of the same articles in 1919. The figures for the two years as compiled by Vice Consul George A. Makinson, and published by the United States Department of Commerce are the medium of comparison. The glass and glass products imported in 1920 were valued at \$254,877; as compared with the figures for 1919, which were \$96,065.

### Stern Bros. Profits

The annual report of Stern Brothers, one of New York's representative department stores, shows a net profit of \$1,389,079 from trading operations. Total income, including that received from miscellaneous sources, amounted to \$1,491,833. After payment of charges and reserves for taxes there was added \$929,383 to profit

and loss account. After payment of \$1,255,080 for dividends last year the profit and loss surplus on January 31, 1922, amounted to \$2,008,038, against \$2,215,824 at the close of 1920.

The balance sheet shows net current assets valued at

### Can Any of Our Merchant Readers Answer This Question for Us?

We have received inquiries similar to the following letter and feeling that many of our merchant friends and readers may be interested in the subject, we are publishing it with the hope that all who may read it, who have any plans or ideas on the subject, will accept this invitation and send in their opinions:

#### *Crockery and Glass Journal:*

"We would like to know what percentage is a fair basis for figuring the pay of sales people for selling only. Our department manager is on a drawing account and commission, and as our stock boys do most of the work of keeping stocks in order, our sales force can concentrate on selling goods. We would like to put our sales people on a commission basis with drawing account and a bonus, figured on the same percentage basis, as an incentive for increasing sales."

As the percentage or commission basis is steadily growing in favor and as it has many good points in its favor, we would like to know what our readers think of it, so send in your ideas on the subject.

\$5,594,328, of which inventories amounted to \$3,051,112 cash, \$719,110 and trade accounts receivable \$1,450,935. Current liabilities totaled \$713,509.

### Exports from Stoke-on-Trent

The total declared exports from the consular district of Stoke-on-Trent, England, to the United States during the month of February amounted to £97,979, of which amount £82,999 covered shipments of earthenware and china, we are informed by American Consul W. F. Doty.

The total declared exports of all articles to the United States from this district for January and February, 1922, amounted to £189,629 compared with £212,893 for the same period of 1921.

Department store sales for the month of January, according to a review issued by the Federal Reserve Bank of New York, show a decline in business. In wholesale lines, January sales compare more favorably with those of 1921 than the December sales did in comparison with the month's business for December, 1920. The dollar value of department store sales during January in the New York district was 12 per cent smaller than in January, 1920. Reports were received from sixty-four stores and total sales were \$27,448,185 in January 1922; against \$29,754,791 for the month of January, 1921.

The biggest asset is not the shrewdness to buy right nor is it in smartness to sell much, although these qualities are necessary. It is to sell satisfaction.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

INVITATIONS are out for the wedding of W. J. H. Swartz, secretary and general manager of Geo. F. Bassett & Co., and Miss Eleanor Osborne Doremus. The wedding will be held on the evening of Saturday, April 8th, at eight o'clock, at the bride's home, 3 Beekman Road, Summit, N. J. Miss Doremus is the daughter of the late Frederick H. Doremus, for years associated with the late Edw. F. Anderson in the management of Geo. F. Bassett & Co. and also principal owner of the company. She is also a niece of Alfred H. Holbrook the present president of the firm. Mr. Swartz has been connected with the concern since the death of Mr. Doremus about a year ago. Miss Doremus is very popular socially and her wedding will be one of the important events of the early spring season.

Mrs. M. A. K. Heller, who has managed the art and gift shop department for The Rike-Kumler Co., Dayton, O., with a great deal of success for a number of years and who is generally recognized as a buyer of considerable ability has also been made buyer at the store's china and glassware departments and is now in charge.

Considerable surprise will be occasioned among his many friends in the trade in the news of the resignation of "Gus" Bub, buyer for B. Nugent & Bro. D. G. Co., St. Louis, Mo., Mr. Bub has been with the firm a number of years. He has made no immediate plans for the future. No one has yet been announced by the firm as his successor.

Edward G. Kueling, a former member of the sales staff of Frederick Skelton, the well known manufacturers' representative, has again joined Mr. Skelton's organization as city salesman. Mr. Kueling is well liked by the trade who will undoubtedly welcome his return.

Charles Ashbaugh head of the West End Pottery Co., East Liverpool, O., was in New York this week conferring with the factory's local representative the Horace C. Gray Co. Mrs. Ashbaugh accompanied him on the trip, which principally, was one of pleasure.

James J. Brainard, Vice President and Treasurer of the Westmoreland Specialty Co., Grapeville, Pa., is a visitor in town this week on special business for the factory. He is making his headquarters at the salesroom of the concern's representative here, the Horace C. Gray Co.

Sales Manager J. E. Shepherd of the Star Glass Co., Star City, W. Va., is spending a few days here this week

conferring with the factory's local agents, the Horace C. Gray Co.

It will be most gratifying news to the host of friends of Wilbur E. Pomeroy of the Horace C. Gray Co., who has been ill for the past several months, to learn that he is making exceedingly favorable progress on the road to recovery and will be able to attend to business within a short while.

Geo. B. Hall, export sales agent for a number of well known factories in the trade who has been located for some time at 95 Chambers St., is now in the process of removal to new quarters at 473 Broadway.

Through a mistake made in a notice of removal in a recent issue of the CROCKERY AND GLASS JOURNAL it was stated that the Ideal Restaurant Supply Co. had removed from 294-6 Bowery to 146 West 18th Street. This should have been just the reverse, the concern having moved from the 18th Street address to the Bowery, where they are occupying their attractive new four story building.

## Obituary

CHARLES E. RUNYON

Keen regret will be felt among a wide circle of friends in the trade at the passing of Charles E. Runyon, superintendent and general manager of the Utility Glass Works, Lonaconing, Md. He died from a stroke of apoplexy last Friday morning, March 17th, at his home in Lonaconing, following a relapse from an attack of grip. Mr. Runyon was for some years general manager of the plant of the Elwood City Glass Co., Elwood City, Pa., and when that concern went out of business he assumed the management of the Rochester Tumbler Co., Rochester, Pa., where he continued for years. When this concern liquidated and the plant then operated under the name of the Rochester Bulb Corp., Mr. Runyon continued in charge of the factory, until he went to the Utility plant where he had been unusually successful in its management. He was beloved by all who knew him on account of his very kindly traits of character and cheerful disposition. He was always ready to lend a helping hand wherever he could. He will be greatly missed by his business associates and his friends in general. Mr. Runyon was 62 years of age and is survived by a widow, two daughters and one son. He was a member of Trinity Episcopal Church of Rochester, Pa., and also of the Rochester Lodge of Elks. The funeral was held on Monday. The factory was closed for two days in honor of his memory.

## HOLLAND MANLEY

Holland Manley, 92, the oldest pioneer potter in the United States, died March 20 at his home in East Liverpool from ailments incident to old age. He was born in Burslem, England, and started to work in a pottery there at the age of 10 years. When he arrived in the United States, he walked from Philadelphia to Pittsburgh to locate a brother-in-law, the trip occupying 11 days. He bought and sold ware in the early days, and later became associated with the late William Cartwright in the manufacturing of yellowware.

## Buyers in New York

MARCH 16, 1922

F. L. Warren, house furnishings, china and glassware, Callender, McAuslan & Troup, Providence, R. I., 240 Madison Ave.

M. Levee, general mdse., Sasso Dept. Store, Hazleton, Pa., 1164 Broadway.

L. Strauss, house furnishings, Golden Rule, St. Paul, Minn., 3 West 29th Street.

MARCH 17, 1922

L. Beistle, lamps, Beistle Co., Shippenburg, Pa., Martinique.

W. W. Doge, house furnishings, china and glassware, J. G. Meyers Co., Albany, N. Y., 220 Fifth Ave., Brotzell.

G. Hoos, house furnishings, china and crockery, J. Hoos Co. Baltimore, Md., Pennsylvania.

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 Fourth Ave.

MARCH 18, 1922

Mr. Niehaus, china, Scruggs, Vandervoort & Barney D. G. Co., St. Louis, Mo., 225 Fifth Avenue.

MARCH 20, 1922

Miss Lensenhuber, china and glassware, J. N. Adams Co., Buffalo, N. Y., care Asso. D. G. Co., 16 West 39th Street.

T. H. Merriman, toys, Dayton Co., Minneapolis, Minn., care Asso. Mdse. Corp., 225 Fifth Ave.

J. West, house furnishings, Almy's Ltd., Montreal, Canada, 240 Madison Ave.

S. Blum, toys, Cahn, Coblens Co., Baltimore, Md., Martinique.

B. L. Strauss, toys, china, glassware and house furnishings, L. Hammel D. G. Co., Mobile, Ala., 1150 Broadway (Baer & Lilienthal).

MARCH 21, 1922

C. H. Hulburt, china and glass, D. M. Read Co., Bridgeport, Conn., 404 Fourth Avenue.

S. E. Price, toys, Powers Merc. Co., Minneapolis, Minn., 16 West 39th Street.

B. L. Strauss, house furnishings, glassware, china and toys, L. Hammel D. G. Co., Mobile, Ala., 1150 Broadway.

H. E. Goldstein, house furnishings, Goldstein Bros., Indianapolis, Ind., 37 West 26th Street.

C. O. Fisher, toys, Woodward & Lathrop, Washington, D. C., 334 Fourth Avenue.

H. M. Troupe, house furnishings, Cleland-Simpson Co., Scranton, Pa., Mdse. Reporting Co., 23 East 26th Street.

P. H. Brown, toys and house furnishings, Col. Hirsch & Sons Co., Los Angeles, Calif., 1182 Broadway (A. Beasley).

## Business Briefs

F. W. Woolworth Co. have contracted to build a two-story business block at Lima, O., to cost about \$60,000. This marks the end of the fight with civic forces, who opposed the erection of a building of greater height than the average two-story building.

The Manhattan Department Store Co. has been incorporated with a capital of \$10,000 by A. Mann, M. Singer and E. Greenfield, New York.

The F. W. Woolworth Co. of France has been incorporated with a capital of \$50,000. The incorporators are Hubert T. Parsons, J. Frank Nutting and Byron T. Millet of New York.

The W. T. Grant Co., who operate a chain of department stores in the eastern, middle south and as far west as Michigan have added another link to their chain with the opening of their forty-fourth store on Westminster St., Providence, R. I.

Alfred Levy, who for the past six years has been manager of the R. Topkis' Sons, Wilmington, Del., has resigned his position to accept a similar one with a Philadelphia firm.

Harnsberger's Department Store, Danville, Va., has been incorporated with an authorized capital of \$50,000, to do a general merchandise business, with W. H. Harnsberger listed as president and W. T. Harnsberger secretary of the new corporation.

The F. W. Woolworth Co. have been granted a permit to make extensive alterations to their store property on Market Street, Harrisburg, Pa., and plans filed indicate that it will be connected with the adjoining property.

Work on the new fifteen-story department store of Rollman & Sons, Cincinnati, O., is scheduled to begin about June 1.

The building formerly occupied by the H. & H. Store, Champaign, Ill., has been leased by Lehman & Meis, wholesalers of Cincinnati, O., who are contemplating remodelling the building and opening a department store in the near future.

Harry Werner, formerly with Joseph H. Joseph, has entered business on his own account at 23 East Twenty-sixth Street, under the name of the Harry Werner Co. He will manufacture a complete line of exclusive baby gifts.

M. Saul, Dallas, Tex., has secured a long lease on the building he now occupies. He will make many improvements and alterations and when finished will turn the building into an up-to-date department store.

The McClure Ten Cent Store Co., who have recently unloaded a carload of crockery, consisting of staple goods, such as plates, cups and saucers, etc., report that prices are lower on this class of goods than they have been for some time, and that there is a good demand for crockery and glassware in the grades which they handle. The company has fitted up a new sample room for the display of these goods.



# Pointers and Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest in Beautiful and Appealing Wares in the Crockery, Glassware, Lamp and Allied Marts of Trade

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## Iced Tea and Grape Juice Sets

A new and seasonable attraction in the Westmoreland Specialty Co.'s line, which made its appearance in the display at the salesroom of the Horace C. Gray Co., 200 Fifth Ave., this week, is a line of grape juice and iced tea sets. A very neat, carefully executed engraved design, in a floral spray is employed to excellent advantage on the jugs and tumblers, which also have a fairly heavy edging of colored glass in red, blue, or yellow, making a most pleasing contrast to the crystal. The grape juice sets consist of a tray, jug and six tumblers, while the iced tea sets are shown without the tray. The sets are in a very graceful shape and altogether it is a line that will appeal immediately to the refined taste.

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## Beautiful New Dinnerware Patterns

An array of new dinnerware patterns recently placed on view at the salesroom of Theodore Haviland & Co., in the Fifth Avenue Building, has given added attractiveness to this always interesting display. It may be said without exaggeration, that they have never shown anything better than the present selection of designs. They are different and are very tasteful throughout. The designer has gotten his inspiration for several of them from old Chinese patterns and has worked them out in new effects that are both beautiful and extremely interesting. The "Rani," for instance, introduces a beautiful border of about an inch in width, in French blue with white flowers, faintly outlined in black. Medallions with a bird design in colors to harmonize, adds to the artistic effect. A heavy gold edge and line on either side of the border give it just the proper finish, while coin gold handles on the covered dish and casserole contribute further to the richness of the design. It is shown on the popular "Ostend" shape. A variation of this is also shown, with a center brightly colored bird and floral design. The "Montmery" is another which stands out as a particularly artistic conception. This brings out a figured border in blue and white, also in a golden brown and white, with bird panels in brilliant contrasting colors. Then there are also several other items equally interesting not to be forgotten is a very rich wide band gold encrusted pattern. The execution of the design is unusually good, every detail of the pattern standing out in clear cut relief. There are also three new short lines that are attracting considerable attention. One is a reproduction of an old Italian style of decoration showing odd baskets of flowers and clusters, worked out in inimitable coloring on a delectable Colonial shape. A bright wide canary band is also employed for another, with a Chinese floral outer border. This is also very lovely shown on the

same Colonial shape. Both of these patterns may be found in breakfast, tea, coffee and chocolate sets as well as in a number of other items.

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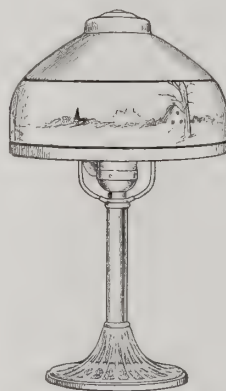
## Stemware in Artistic Cutting

The Sparkling Cut Glass Co., 232 South 11th Avenue, Mount Vernon, N. Y., is producing a most graceful pattern in wreath effect on wine glasses, goblets and decanters. The elegance and glory of the court of Louis XIV is recalled in the faultless and dainty looping of the wreaths about the edge of the stemware, and other objects which embody the same design. Fine cutting has always an appeal, and in the sparkling Cut Glass Company's products there is an element of accurate workmanship and fine reproduction and originality which brings this concern's goods in the realm of artistic merit. A visit to the firm's salesrooms will be a convincing proof of the beauty of this design.

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## A Business Stimulator

The Pittsburgh Lamp, Brass & Glass Co. quite aptly terms two new electric boudoir lamps, lately introduced to the trade, "A 1922 Business Improver." Judging from the beauty of the lamps and the very attractive prices at which they are offered, they will do all that is claimed



for them. In featuring these lamps, Sales Manager Harry A. Ross is circularizing the trade with single page circulars, printed on heavy coated paper, showing them in actual colors, with a complete description. The bases of the lamps are in two very neat designs, in a beautiful old ivory, or buff finish. One is fitted with a plain white shade, satin finish, decorated and tinted by hand in a very artistic scenic border effect, while the other is a fancy embossed shape, tinted in two tone pink, with a very good looking scenic border. One stands 13½ inches and the other 14 inches high. They are furnished with six feet of covered cord, plug and socket. They are packed one in a shipping carton, with no extra charge for carton. They can be retailed at \$7.50 with an attractive profit. Buyers interested should send for circulars. These lamps may also be seen at the concern's New York office, 35 West 23rd Street.

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

WE'RE keeping in close touch with the Ceramic Section of the United States Bureau of Standards, and our constant aim is to improve on quality of our merchandise, observed Charles W. Foreman, general manager of the Owen China Co., Minerva, O., this week in explaining the marked advances this concern has made during the last few years. We're now arranging to send out general superintendent William J. Thrower to Washington to spend a week or more with the Bureau of Standards ceramists, and the knowledge he receives there will of course be returned to our plant.

Recently the sales department of this pottery has been placed under the management of J. Wilkinson, Jr., of Ben Avon, a suburb of Pittsburgh, Pa. Mr. Wilkinson has been engaged in the pottery brokerage business for some years.

The Owen China Co. has now gone into the border dinnerware business, and is controlling four exclusive patterns.

Plant operations in the potteries at Sebring continue to be at high levels. Particular departments of some of the potteries there have been engaged at night of late in an effort to increase production. New business is in favorable receipt with all five plants.

F. I. Simmers, sales manager of the Hall China Co., has returned to his desk following a western trip, started at the close of the Chicago exposition. "There is a decided improvement in business conditions everywhere I visited," he commented.

W. C. Browne, who is now making a western trip for the Potters Co-Operative Co., is due back in the district at the month end. The No. 1 plant of this concern is working practically full time, and in a short while consideration will be given having to do with the operation of their No. 2 shop.

James C. Deens is back at his desk in the office of the D. E. McNicol Pottery Co., following a trip through the Northwest. Zed T. Smith is now making a trip through York state with this line of dinner and yellow ware.

Carl P. Harrop, of the Ceramic Department of the Ohio State University, Columbus, O., has closed a contract for the erection of his recently designed continuous kiln at the plant of the American Encaustic Tile Co., Zanesville, O. The type will be similar to that he erected for the Mt. Clemens Pottery Co., at Mt. Clemens, Mich.

Homer Knowles, of the Homer Knowles Pottery Co., Santa Clara, Calif., after spending several days in the Chicago district returned to the Pacific Coast without visiting this district. This plant, it is said, will be ready for operation within a short while. Construction was begun last year.

The Cincinnati-Norwood Pottery Co. has been formed at Cincinnati, with a capital stock of \$35,000 by William J. Mahoney.

Andrew Mosher, buyer of dinnerware for the Boston Store, Milwaukee, Wis., after spending a few days in this district left for Pittsburgh to buy glass, and from there was to continue to the New York market. "They will never be able to take the January show away from Pittsburgh," Mr. Mosher observed. "Buyers will continue to visit East Liverpool in January, and of course they will go into the glass market at the same time. Pittsburgh need never fear of losing the January trade."

J. M. Horton has returned to his desk in the offices of the E. H. Sebring Pottery Co., at Sebring, following a business trip to Columbus.

The Crooksville China Co. is to install the National oil burning system for kiln firing, and the equipment will be installed immediately. Similar equipment is to be installed in the plant of the Pope-Gosser China Co., at Coshocton. Exhaustive tests were made at the latter plant before contracts were awarded for the National equipment. The same system is to be applied to four kilns at the plant of the Mosaic Tile Co. at Matawan, N. J.

In order to take care of an increased output, the Crooksville China Co. has begun the construction of an extension to its warehouse, 69 by 71 feet. General business with this concern is good, operations being about on a normal basis.

With the S. S. Kresge Syndicate planning to open 16 additional stores this year, a wider distribution of dinnerware from the Mt. Clemens plant which is controlled by this interest. This syndicate is now operating about 200 stores of two characters; one selling 5 and 10c. merchandise, the other merchandise retailing from 25c. to \$1.

Affairs of the old Ohio China Co., at East Palestine, O., have been finally wound up by the courts of this country. The final report of the receiver of the property has been accepted by the court. The receivership has continued for upwards of six years, and the plant is now engaged in another line of ceramic products.



There is now being produced in several potteries here dressing table appointments, a line that is having a rather active demand. The sets are to be had in different colored decorations.

### Investigation of Georgia Clays

The kaolins and bauxites of Georgia occur principally in the coastal plain, the belt running diagonally across the State from East to West, says a recently issued report of the U. S. Bureau of Mines. The railroad lines of the Central of Georgia reach about 80 per cent of the white clays and bauxites of the coastal plain. The white clays are being mined at a few points, principally at Gordon, Claymont, McIntyre and Butler. These clays are sold principally to the filler trade. Bauxite mining has been carried on in the Cuthbert, Toombsboro and Andersonville districts and the bauxite is used principally in the manufacture of alum, abrasives and aluminum. The value of the clays and bauxites for ceramic purposes is little known. The investigation undertaken by the Ceramic Station of the Bureau of Mines, Columbus, Ohio, in co-operation with the Central of Georgia railroad, will consist in experiments to devise better refining methods and to test the physical properties of the different separations obtained. For this purpose a small size refining plant is being constructed at the Ceramic Station.

This equipment is capable of handling from 500 to 1,000 lbs. at a time. Evidently some of the clays will show promise of being valuable for pottery making purposes. After the laboratory tests are completed by the Bureau of Mines about 400 lbs. of such clays will be taken into a commercial pottery and made up into pottery wares under practical working conditions, and the behavior of such clays as to working properties, color, percentage losses, etc., will be carefully studied. The white clays and bauxites of the coastal plain are closely associated and this close association indicates that the bauxites were derived from the alteration of kaolins. Deposits are found which vary all the way from kaolin on the one hand to bauxite on the other. Some of these materials, which are higher in alumina than kaolin, show better refractory properties than number 1 fire clays. Such clays, termed "Bauxitic Clays," undoubtedly would be most valuable for the manufacture of refractories superior to those now being made from fire clays. The refractory properties of such materials are to be studied, such as fusion temperature, load carrying capacity, resistance to spalling. Chemical analyses of the Georgia materials are to be made since it is important to know the different components making up the clays and bauxites.

I believe in work. I never forget for one moment that time is precious. I never forget that the sun does not stand still, and if a man is not careful the sun will leave him with his work unfinished. It is easy enough to accomplish something if you set out for it in earnest.

—F. Hopkinson Smith.

## BOOKS

*Knowledge Builds Better Business*

THE ROMANCE OF A GREAT STORE. By Edward Hungerford. Published by Robert M. McBride & Co., New York.

There are few merchants who will not find this story of the history of a big department store interesting reading. It is the life story of R. H. Macy & Co., one of New York's largest stores, and it tells the story of the development of this famous mercantile firm from its modest beginning over three score years ago to the present, when the company are beginning the work of erecting a nineteen-story addition to their already extensive building. Rowland H. Macy, who founded the company, left the sea at the age of 22, married and opened a retail shop in Boston. In 1858, at the age of 35, he came to New York and started a small store at 204 Sixth Avenue, between 13th and 14th streets. For nineteen years Mr. Macy conducted this "one-man store" but later on admitted two of his oldest employes into partnership. Then came the meeting of R. H. Macy and Nathan Straus, the building of the 34th street store and its continued growth to one of the largest and most representative of the country's department stores.

HOW TO RUN A STORE. By Harold Whitehead. Published by Thomas Y. Crowell Co., New York.

This is a practical book by the head of the Department of Sales Relations, College of Business Administration of Boston University. It is a useful guide for the average store where the owner is usually his own business manager, occasionally his own accountant and likewise his own advertising and merchandise manager as well. It is a book which covers particularly well the important subjects of retail store management, including in its twenty-five chapters such interesting and useful phases of modern store keeping as expenses and sales, turnover, salesmanship, window displays, stock keeping and equipment and service. A book which department heads of a big store may find useful, but especially needful for the manager or owner of the small store, because it is clearly and simply written with the outstanding purpose of guiding the merchant on his way.

ECONOMICS FOR THE ACCOUNTANT. By Kemper Simpson. Published by D. Appleton & Co., New York.

It is the purpose of this book to put into the hands of the accountant and business manager, a thorough exposition of the economics which form the basic principles of business. This book is, therefore, a practical handbook for this specific purpose, treating of economics chiefly from the angle of the accountant, and by so doing eliminating all lengthy discussions on phases of economic theory directly relating to present day accounting practice. The author is a well known economist and business man and his analyses of the several phases of the subject, such as consumption and production, distribution prices, exchange, taxation, etc., are clearly set forth.

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

ELIMINATION of the "summer stop" as a result of a conference between manufacturers and representative of the American Flint Glass-Workers' Union during 1922 means that plants will continue production uninterrupted throughout the season. This particular system was agreed to during the war period, but at that time companies of employees could take a vacation during the summer season, provided, however, that not more than 25 per cent of the plant was "off" at one time. Business conditions last were considered sufficient to permit workers to remain at their tasks if they wanted to, and this year both sides believe that to do away with the compulsory summer vacation will benefit both sides.

At the annual meeting of the stockholders of the United States Glass Co., held the afternoon of March 15, the former board of directors were elected as follows: L. Z. Birmingham, Marion G. Bryce, James F. Chalinor, Reuben Haley, L. A. Meyran, Ernst Nickel, H. N. Trimble, Charles E. Whillock and David Yost. Although no time has been set for the organization of the board, it is generally believed there will be no change in the personnel of officers.

During the last fiscal year this company paid \$128,000 in dividends, considered by financial interests as a very excellent business situation.

Clifford M. Fisk, assistant buyer to John H. Harris, of the Kaufmann Department Stores, Inc., has concluded one of the most remarkable sales of colored glassware ever recorded in this district. Mr. Fisk was formerly connected with the glass and china department of the McCreery store, New York, and since going with the Kaufmann Company has had marked success in arranging special sales. Many of the departments have been rearranged and beautified.

While many manufacturers say that the bottom of the glass market had been touched, there is some indication some lines have a higher tendency. The first item announced to be advanced is that of machine made common and hotel tumblers, which are quoted on a higher list now than in January. It would cause no surprise among buyers if they were advised of particular other items being marked up.

The United States Glass Co. has arranged to send to the trade a complimentary novelty item in the form of a paperweight and a "take-off" of the "Don't Park Here" signs, now so common. The disk top of the sign is red, and the little novelty is about six inches in height. The demand for the item has been active, and it was presented to the trade first during the Chicago Exposition.

A morocco-bound engraved set of resolutions, passed by the American Association of Flint & Lime Glass Manufacturers, Inc., has been prepared to forward to the family of the late A. H. Heisey, founder of the Heisey Glass Co. of Newark, O.

Speaking in a general way, orders with all glass factories are active, but in the main the small quantity volume specified seems to predominate. This is taken to mean that dealers are buying from hand to mouth, so to speak, and are turning their stocks over instead of accumulating merchandise in warehouses. With this situation existing, sales managers do say that individual orders will be more frequent during the year, and, with increased local demand, these orders will be increased as to volume. On the whole, however, there has been quite an improvement in the glass trade during the last month.

Unconfirmed rumors have been heard in the district within the last week or so that the glass workers may seek an advance in wages when they present their proposed new working scale to the manufacturers for action at the July wage conference. No statement bearing upon this rumor has been issued at the offices of the Glass Associations. Any suggestion of a wage increase this year will no doubt be strenuously contested during the conference debate.

Retail dealers in gas and electric fixtures here declared this week that the demand for gas and electric equipment is increasing. Medium priced fixtures and lighting glassware has the lead in demand, although some rather high priced home fixtures have been sold of late.

The Hazel-Atlas Glass Co. of Wheeling, W. Va., has taken the lead in creating an increased demand for containers, by becoming interested in the Girls' Canning Clubs of the country. These Canning Club contests this year will be held at Springfield, Mass.; Sioux City, Iowa; Portland, Ore.; Atlanta, Ga., and Pueblo, Colo. The Hazel-Atlas Co., has hung up a prize of \$25 for each of these contests.

At the annual meeting of the Board of Directors of the Hazel-Atlas Glass Co., the following officers were elected: President, and chairman of the board, J. C. Brady; vice-president, A. B. Paxton; vice-president and general manager, G. C. Oliver; vice-president and treasurer, A. F. Brady; secretary and assistant to the president, J. H. McNash; assistant secretary, A. L. Metzner.



The regular quarterly dividend of \$1.75 on preferred shares has been declared by the board of the Kaufmann Department Stores, Inc., payable April 1 to stock of record as of March 20.

Majority of preferred and common stock holders of the Modern Glass Co., of Toledo, O., have placed their shares in the hands of a special committee with a view of perfecting a reorganization of the corporation.

A decided improvement in the demand for glassware for export has been reported by manufacturers in this district. Export trade on some particular items is pronounced excellent.

"Circular 119 of the Bureau of Standards has been prepared and may soon be obtained from the Superintendent of Documents, Government Printing Office, this city, at 5c per copy. These specifications cover a plain pressed hotel tumbler made of lime-flint glass. The items include in the designation, measurements, material, quality, tolerance in size and width, shock test, boiling test, acceptance, and sampling. The formulation of these specifications was under the auspices of the Bureau of Standards, and they have been accepted by the Army, Navy, Marine Corps, Public Health Service, and the General Supply Committee of the United States Government.

"The tests specified include 5 fillings with boiling water, the sample at the start being at room temperature (the shock test) and boiling for 6 hours to disclose any sign of corrosion, scumming, chipping, or cracking (the boiling test).

"Traces of color or bubbles, if not unsightly, are allowed, but there must be no stones, cords, or fine cracks. The dimensions, weight, and capacity are specified with the minimum and maximum allowable for each, and at least 95% of the samples must pass all tests.

"In response to requests from one of the manufacturers of optical glass, a conference was held at the Bureau on February 15 to discuss the problems common to this industry. Three of the prominent manufacturers were represented while others, although unable to send representatives, showed considerable interest in the work.

"The problem of glass pots was discussed at considerable length, and it appeared that the use of cast pots is gaining favor as the result of experience. However, further work by the Bureau along this line is very desirable. Apparently, the matter of most concern is that of temperature viscosity relations of glass for different compositions.

"Any work that the Bureau can do along this line will be of fundamental importance to the manufacturers, and they also look to the Bureau for the development of a method of measuring the viscosity of the metal in the pot during the process of fining and stirring."

## The German Glass Industry

A review of the status of the German glass industry in a late issue of the Pottery Gazette & Glass Trade Review of London says that there was a remarkable activity in the market for German glassware of all kinds during January. It was added the spurt was caused by a desire to lay in stocks before prices advanced and also the action of Germans in turning their paper money into something of more material value. The report continues:

Large numbers of orders have been received from abroad, owing to the exceptionally favorable rates of exchange. It has only been possible to execute a portion of these orders, as all the glass works are working up to the full limit of their production. Several works which had closed have now rekindled their fires. Difficulties with workers have now been smoothed over, in general, by the introduction of new scales of wages. In the hollow glassware branch, however, there has been a general strike at Lausitz, but many of the men have resumed work at better wages pending a formal arrangement. The window-glass works are benefiting by the recovery in the building trade and the erection of workmen's garden cities. The recent catastrophe of Oppau, where the explosion destroyed 300,000 square meters of glass, has also led to a great scarcity of glass.

The Association of Saxon Glass Works has decided to again increase their prices 30 per cent on the rise introduced in October and November last. This decision has been caused by the necessity of paying for freight and Bohemian coal in Czecho-Slovak crowns. The Association of the Central German Hollow Glassware Manufacturers at Dresden has also resolved to make a 50 per cent increase in the prices of ordinary and colored glass and glassware. Other kinds of glass have also been increased 60 per cent.

## China's Glass Imports

Glass and glassware was listed under the principal things imported into China in 1919 and 1920, to Consul General Edwin S. Cunningham's report just issued by the United States Department of Commerce. The window glass imported in 1920 was valued at \$4,255,185, or \$1,500,000 over the figures representing the value of the window glass imported in 1919, which was \$2,766,904. The importation of other articles of glassware listed as all other also shows a large increase in 1920 as compared with 1919. The value of all other kinds of glassware imported in 1920 was \$1,538,669 as compared with \$591,106 in 1919.

A pessimist closes an eye, wrinkles his face, draws the corner of his mouth, and says, "It can't be done." An optimist has a face full of sunshine. He beams on you and says, "It can be done"—and then lets George do it. But a "pep-ti-mist" takes off his hat, rolls up his sleeves, goes to it, and does it."—*The Rotarian*

## BOSTON NEWS NOTES

A REPORT from the statistical department of the Federal Reserve Bank at Boston indicates that the department stores in Boston enjoyed a relatively larger volume of trade in February than in January. The volume of business was less last month than in the month of January, as is usually the case, but the total amount of sales did not fall behind those of February, 1921, as much as the January sales fell below the corresponding month last year. If prices had not declined during the past year the department stores would actually have had a larger amount of sales during February than they had a year ago. That labor conditions actually did affect the total volume of business is shown by the fact that stores in other New England cities fell below their normal amount. This the bank believes is due to the effect of the textile strikes, not only among textile workers, but among other lines, where operatives feel that wage cutting may spread.

In commenting on the recent depression the report says, "It has often been said that the retail merchants' shelves were overloaded with goods. This we find was not generally true, although undoubtedly some lines were overstocked. At present department stores that report to the bank have nearly the same amount of stock they had a year ago. Stocks at the present time are, of course, smaller than they were just before Christmas, but they are now increasing in anticipation of the usual spring activity. Taken all in all the bank finds the volume of retail trade for New England is all that could be expected considering industrial conditions."

The many friends of George W. Beals, former manufacturers' agent, will be grieved to learn of his death which occurred the latter part of last week at his home, Brookline, Mass., after a long illness. Mr. Beals was well known in New England for thirty-five years or more, and years ago was the Boston agent for the Quaker City Glass Co., and Goodwin & Kintz, Winsted, Conn., besides many other well known lines. He was a charter member of the Boston Athletic Association and was its secretary for nearly twenty-five years. He was more than ordinarily fond of athletics particularly as far as Harvard University was concerned and was closely in touch with crew, track and field games. About five years ago he was taken ill and was forced to give up business. Members of the class of 1883 at Harvard of which he was a member were honorary pall bearers. The funeral was held in the chapel at the Forest Hills Cemetery. A widow and two sons survive him. He was sixty years old.

Reginald H. Muir, who will be remembered by many in the glass trade died last week at his home, Boston, after an illness of about three months. Mr. Muir started in the

glassware business about thirty-five years ago when he became associated with John A. Webster, before the days of Fox, Fultz and Webster, until he went with B. W. O'Neil & Co. For the past ten years he has been assistant treasurer of the Blue Seal Supply Co. He was fifty-five years old and leaves a wife and one son. Burial was at Forest Hills Cemetery.

With a light, airy and very attractive show room George A. Granville has opened his enlarged quarters at 111 Summer street, and is showing the full A. H. Heisey line of plain and cut tableware and the Knowles, Taylor and Knowles line of dinnerware. His new sixty foot addition has been partitioned off into booths with studied lighting effects which show his samples to good advantage. He has several new patterns in needle etchings, candle sticks, flower bowls, cologne bottles and similar shapes which have not been shown since the beginning of the war. Greater table space has enabled him to show the K. T. K. line in all its beauty of color and design.

L. Phillip Martin, president of the Lancaster Glass Co., Lancaster, O., was a welcome visitor in Boston during the week. He made arrangement with H. R. Wheeler, of 161 Summer street, to handle their extensive line, exclusively. Mr. Wheeler is making a special display of their colored goods in Gold, Gray, Coraline, Citron, Turquoise, Taupe, Maroon, Iris, Blue, Topaz and Delft.

Mrs. Frank F. Stearns, who is associated with her husband in the jewelry business at Keene, N. H., was also in town making a search for novelties for their gift shop which has just been opened at 683 Main street, Fitchburg, Mass.

"Ed" Ledger, with the W. S. Pitcarn Corp., "Al" Lempke with the Quaker City Glass Co., and Charles Kischler of Lazarus & Rosenfeld Co., were registered this week at Youngs.

Eugene T. Adams, James F. Ring and Earle Powers, all of Haverhill, have incorporated under the name of Simonds & Adams and will conduct a general department store in Haverhill with a capital of \$300,000, it is reported.

Thomas F. Dixon, vice-president of the Jones McDuffee & Stratton Co., who was operated upon two weeks ago for appendicitis, is well on the road to recovery, according to reports. He was stricken suddenly and for a time surgeons were fearful of the results but he rallied well and is now able to receive visitors.



# Novelties of Beauty from Many Shops in Fascination Lane

A Page of Selected Items Gleaned from Many Dependable Sources and Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods, Which Will Attract Your Trade and Persuade Them to Buy

By BEATRICE MILLER WISNER

## Where Lamps Lure East and West

THE Gift and Art Division, Bush Terminal Building, 130 West 42nd street, under the management of Miss Fanny Morse, has shown a fine conception of color in the harmonious setting of Lamps and Candle Shades in the artistic display on the fifth floor. The wonderfully alluring parchment shades fantastically painted with birds in jay plumage, stand out in bas-relief against a somber background, the very brilliancy of the colored feathers in blues, reds and yellows against the soft tones of the linen parchment are in splendid harmony. Again a note of striking effect is realized in the new and very bold silhouette lamp shades, with black figures in dancing postures on white linen parchment. These shades are just the most "voguey" thing for 1922, bringing a suspicion of candor in the splendid outlines of figures or conventional designs. Dainty little candle shades painted with birds or flowers in brilliant hues placed in rows around the room, give to the whole a tempting symphony in color and oriental lighting effect. Miss Morse has struck the high note of originality and fascinating charm in her detailed arrangement of these unique lamps and shades. Here East meets West in all the grandeur of color and witchery, the very soul of splendor's idolatry.

## Art Revived in Exquisite Modeling

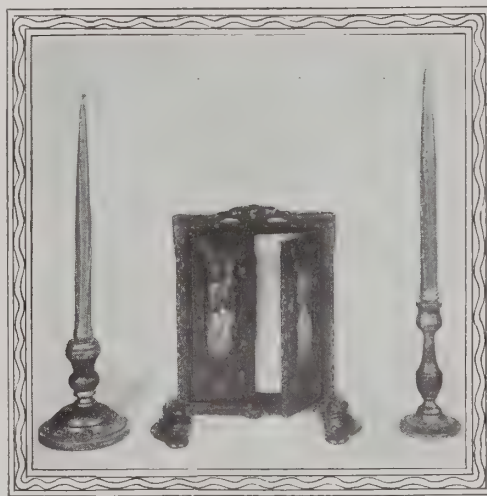
Realization of art and finesse in modeling is expressed by the objects manufactured by the Real Art Marble Works, 309 Bleecker street, New York. The illustration pictures all the dainty loveliness of a Bird Font supported by graceful figures. In realistic quivering pose, is the little bird perched on the edge of the Font. For ferns or flowers, this delightful Bird Font is useful and ornamental and in harmony with art objects for decorative purposes. Among the most artistic reproductions of the great Italian sculptor, Canova's wonderful works, are the Three Graces, Group of Dancers, and Cupid and Psyche. These figures are entrancing in their graceful postures and true to Canova's style in symmetry and expressed action. Perhaps just now when Napoleon is the



central figure of much comment, Canova's works are brought back more forcibly to modern times. In the faultless and remarkable reproductions by the Real Art Marble Works, there is cemented the truth and delicacy of old masters to modern art, in the fine modeling of the posed figures. Many revivals of noteworthy masters chefs-d'oeuvre are noticeable in the collection. In the Real Art Marble Works extensive display there is a reflection of art and beauty for gifts of merit.

## Unusual Hand Carving

Even playwrights have seen possibilities in candlesticks. The crisis in the life of one of the most conspicuous characters in literature, Jean Valjean, prompted the plot of the "Bishop's Candlesticks." This fact alone should make a candlestick worthy of comment. From the col-



lection of articles of exquisite hand wood carving, displayed by the J. W. Gillies Co., in the Gift and Art Division of the Bush Terminal Building, 130 West 42nd street, are the dainty candlesticks and unique frame illustrated. The graceful modeling of these is a fine achievement in hand wood carving. The unusual opening doors of the frame are a useful addition to the frame proper, as they serve as a protection to the enclosed picture. Many other exquisite examples from the above concern are boxes, large and small candlesticks and frames in various sizes and shapes, and a vast assortment of articles showing composition decorations in dainty floral or conventional designs. The beauty and artistic hand carving of the Gillies products have created wide-

(Continued on page 34)

CHICAGO OFFICE  
312  
SOUTH  
CLARK  
STREET

# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE Second Spring Merchants Week held under direction of the Chicago Association of Commerce, brought many buyers to Chicago last Monday, Tuesday and Wednesday. It is expected that a large delegation of general merchants will be in the Great Central Market during the present week to "fill in" their Spring and Summer stocks. More than 50,000 circulars have been furnished to the wholesale and manufacturing trade who are cooperating in the movement, by the trade department of the Chicago Association. Reduced fares have been secured on many lines leading to Chicago and the wholesalers are planning special events for the merchants this week.

Chicago's big department stores are now busy pushing the sale of ready-to-wear Spring clothes and consequently the big offerings of crockery and glassware are missing. This continues as a rule through the month of April, then the crockery, glass and housefurnishings departments usually come in for extensive advertising and sale offerings, based on the idea that May first moving time is followed by extensive refurnishing on the part of the householders.

Wholesalers and manufacturers' representatives in Chicago report that the in-between-season lull in business is not so pronounced this year as heretofore. Buying has been on a fairly active scale since the first of the year and a steady and improving business is expected right through the Spring months.

Kritikson Bros., Inc., 116 W. Illinois street, was incorporated last week to deal in novelties, crockery and stationery and run a general gift shop business. The capital of the company is \$50,000.

In the \$10,000,000 fire which reduced an entire city block to ashes in Chicago last week, the Chicago Lamp & Fixture Company, the Queen Manufacturing Co. and the Chicago Lamp Manufacturing Co. lost their plants. The fire started at midnight Tuesday and burned for two days.

Two furniture houses filed articles of incorporation last week. The New Kennedy Furniture Co., located at 6137 S. Halsted street, will go into a retail business in furniture and housefurnishings. The capital of the company is \$100,000. The Harold Furniture Co., located at 3810 S. State street will specialize in home and office furniture, but later expects to install a housefurnishing department.

The second annual toy fair of Marshall Field & Co. will be held at their wholesale house beginning April 3 and continuing until April 20. The success of their toy fair

last year was such as to warrant a repetition, and the plans for the coming event are elaborate and a much larger assortment of merchandise will be offered the buyers, according to the heads of the toy fair.

Warren-Edwards & Co., dealers in white china, artists' materials, and pictures, are forced to move into larger quarters due to their expanding business. Their new store is located at 1029 North Clark street, where they will show larger stocks. Their new catalogue is off the press and can be secured upon request.

The Chicago show room of the Federal Glass Co., 1206 Tower Building, is now showing new samples in colored glassware including stemware, tumblers, goblets, jugs, grape juice sets, etc. This line is decidedly attractive with its new amethyst burgundy, canary yellow, and green lustre creations.

Among the crockery buyers in the Chicago market recently were H. O. Mills of Toledo, C. F. Williams, Two Dot, Mont., J. R. Raymer, St. Paul, Mrs. W. Upton, Frankfort, Mich., and C. S. Brown, Paris, Ill.

Articles of incorporation have been filed by W. T. Darden Co. The newly incorporated company is a consolidation of W. T. Darden & Co. and Darden & Cox. The former company has been in the Chicago market for a number of years dealing in dinnerware, hotel ware and china specialties, while the latter firm, was a partnership, organized about one year ago to deal in lamps and shades. The new company will represent the following manufacturers in the Chicago territory: Maddock & Miller, Inc., T. A. McNicol Pottery Co., Jackson Vitrified China Co., The Genessee Pottery Co., Inc., the Kay Bee China Works, Bronze Statue and Manufacturing Co., Abbey Studios, and the Aristo Studios. Display will be maintained in two adjoining rooms in the Palmer House. The officers are W. T. Darden, president, C. N. Cox, vice-president, and S. E. Darden, secretary and treasurer. W. E. Darden is also a stockholder.

Jas. G. Gannon, of the Gannon Grocery Co., crockery and grocery buyer, was in the Chicago market last week.

The Stephens Decorative Service, Inc., received their state charter last week. The capital of the company is \$5,000 and will do general interior decorating business. Those interested in the company are William Helfand, S. E. Levy, and Nettie A. Smith.

Irvin-Smith Co., 17 N. Wabash Ave., toy and novelty firm, has increased the size of their offices.



# FIVE MILLION DOLLARS

worth of merchandise was sold at the Glass Pottery & House Furnishing Exhibition held at the Morrison Hotel, Chicago, Illinois, February 6th to 18th, 1922.

The sensation of the show was our twenty-five piece combination Ice Tea and Lemonade Set, consisting of the following:

- 1 90 oz. Egyptian Style Covered Pitcher
- 1 Black Stand for Pitcher
- 6 12 oz. Lead Optic Handled Tumblers
- 6 Decorated Tumbler Coasters
- 1 5 in. Lemon Dish
- 1 Glass Lemon Fork
- 1 Lemon Reamer and Small Pitcher
- 1 Large Colored Bowl Mixing Spoon
- 6 Colored Bowl Glass Spoon Sippers

Lemon dish, large pitcher and tumblers are decorated with an artistic cut border design.

Cover of Jug and Coasters are decorated in colors to match, sippers and mixing spoons are in assorted colored bowls.

The black base for pitcher is in ebony finish—so popular at present.

The blending of the rich colors and the pure crystal with its artistic border design makes a set that is not only a beauty but one that will appeal instantly to the consuming buyer, all the pieces necessary for serving and preparing cooling beverages are contained in this set.

All you have to do is to show this set, just give it a chance and it will sell itself.

**Mr. Buyer:** To stimulate your Spring and Summer glass sales, you will find nothing better than our combination Ice Tea and Lemonade Set, its appeal is instant to the Summer Vacationist and it is an ideal set for porch or lawn use, a novelty, yet a practical usable set, it will pay a handsome profit.

**Mr. Jobber:** You do not need salesmen to sell this set, it is your silent salesman, ship a sample set to each of your customers it will get you the business.

Our capacity for shipping is one thousand sets per day, shipped from our factories at New Buffalo, Michigan or Mt. Vernon, Illinois, each set packed in individual reshipping cartons if desired.

Made up in six assorted colors.

Sample Set .....	\$4.50	6 Doz. Lots per Doz. Sets....	\$48.00
		12 " " " " " " ....	45.00

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BUYERS OF  
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GIFT SHOP & ART GOODS-DOLLS & TOYS

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Makers of Dinnerware  
Represented in the Middlewest and  
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**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

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Vitrified Porcelain, Plain and Decorated  
**ROLLED EDGE HOTELWARE**

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T. F. Reid, Representative  
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**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

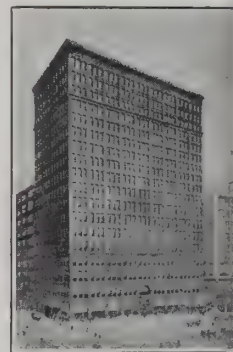
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TABLE AND ILLUMINATING  
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Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.

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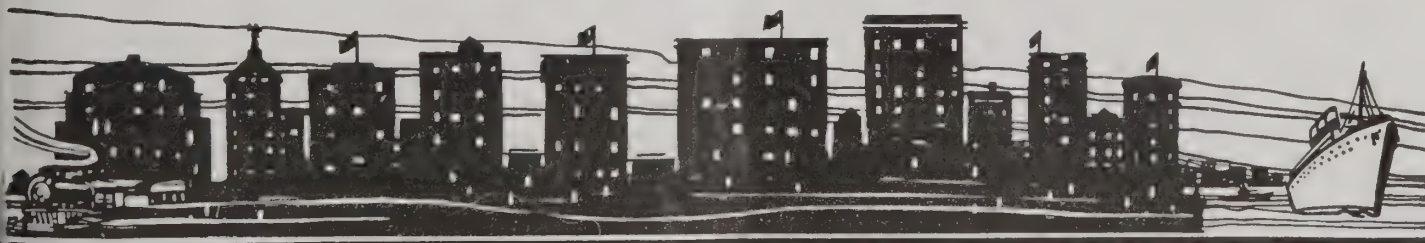
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ONE of the best known manufacturer's representatives in New York, with extensive following and attractive sample room in the heart of the up-town district, wants to secure for the metropolitan territory, the representation of a first-class factory making a complete line of blown glass table ware. A-1 References. Box 159, care of CROCKERY AND GLASS JOURNAL.

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SALESMAN—One of the largest Chinaware Manufacturers in the United States has opening for experienced Salesman in the following states: Montana, Minnesota, Wisconsin, Illinois, outside of Chicago, Iowa, Kansas, Nebraska. Prefer man who can handle both Regular and Premium trade. Commission Basis. Permanent position for right party. State age and references. Box 162 care CROCKERY AND GLASS JOURNAL.

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## Novelties of Beauty from Many Shops in Fascination Lane

(Continued from page 29)

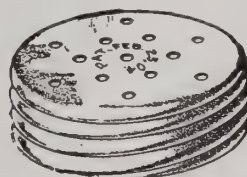
spread prestige in the most exclusive circles, establishing permanent demand. There is a persuasive art in wood hand carving of this character, stimulating the growth of this industry and bringing to Gift Shops a handicraft of an unusual type that is appreciated and valued for its own artistic merit. These are appropriate all-year gifts within the reach of economical purses for lovers of handwrought productions of originality. Candlesticks have become a popular embellishment in combination with other ornate objects and are especially attractive for desk or mantle-piece adornment. The modern room is scarcely well appointed unless a candlestick forms a part of the fittings and the usefulness and decorative designs have a strong appeal at all seasons.

## Pushing for Prosperity

(Continued from page 15)

fact that practically every live merchant in the crockery, glassware, housefurnishing and dry goods trades is pushing for prosperity in this particular way. And when you check up the potential sales which these twins bring in I am confident that every merchant who believes in pushing for more business will agree with me. When you buy advertising space you are buying not so much space but a real opportunity to put your message before the public. Use this privilege to the utmost. Avoid generalities, be specific and don't crowd your space full of words. Make your ads newsy and personal. Study other store's ads and don't fail to overlook the advertisements in your trade journals, for these ads relate to the particular goods the retail merchant wants to advertise.

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Celluloid "Salt and Pepper" Caps

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We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples

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DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
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in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.

South Zanesville, Ohio



ESTABLISHED IN 1874

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The Representative Paper of the Industry

Devoted to

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LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

Published Every Thursday

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East Liverpool

VOL. 94

MARCH 30, 1922

No. 13

## AS THE EDITOR SEES IT

### IF YOUR STORE'S ON MAIN STREET

THE other day I met a man whom I have known for some years. He is a successful merchant and runs a store on the Main street of a progressive city of about fifty odd thousand population. He is a successful merchant because he has made money and I was somewhat surprised when he grumbled about the high cost of doing business and launched into a bitter attack upon the Government for high taxation, the State for more taxes, the railroads for high rates, increased lighting bills, high wages and the competition of city and mail order houses. And he wound up with the assertion that he was up against it and didn't see how he was going to make any money. He asked for my opinion and I told him that I believed all merchants doing business in comparatively small towns were up against the same problems and that all must solve them in much the same way.

AND the only way that is likely to prove successful in overcoming the obstacles which now confronts all merchants, but is especially pressing upon the small town retailer, is to put the store upon the most efficient basis by making use of progressive methods of operation. This is by no means very difficult to accomplish. It only requires that a merchant give a good deal of thought and planning to his business and any merchant who has ambition ought to be able to do that. The fact that the big department stores are meeting present day conditions is a pretty good reason that all can do likewise. Merchandising is fundamentally the same wherever goods are sold, therefore the small town merchant can, and should, manage his store on substantially the same lines that all successful stores do. They are half a hundred points but it is possible to boil them down to three essential ones. Let us consider these points.

POINT number one is to obtain the best possible display of your goods. This is of the utmost importance and it may mean making many improvements in your store, the installation of more and better lights, or possibly a more attractive layout of counters and departments in the store. A good many stores in smaller cities fail to draw their full quota of trade, not so much because they are smaller or carry a less attractive line, but because the store is not sufficiently attractive for trading in. For point number two I would select stockkeeping. This is a very essential part in keeping salable stocks turning over. Most of the stores I am acquainted with, make use of an almost continuous inventory. This is not difficult to adopt, neither is it a big job to obtain a fairly rapid turnover. The long period inventory encourages slow moving stocks, for when the merchant must wait for six months to a year to know how his stock stands, how can he hope to turn it over to the best advantage. He cannot, of course, and this is where a better method of stockkeeping comes in. Point number three should include a thorough study of the advertising possibilities of the store. Space in newspapers is too expensive to buy and not use to the fullest possible extent. Show windows should be utilized to the utmost. Big stores advertise daily but smaller stores in smaller towns can easily write a good ad once a week. Every store but a dead one can afford enough space to print a readable message about its goods four times a month, and every merchant can plan a direct mail campaign and help it boost his sales. These are merely suggestions but they are worth thinking over just now when there is apparently no considerable reduction of the cost of doing business in sight. Bigger sales is the only logical way to meet bigger expenses and it is up to the merchant to create them.

# The Cardinal Points of Retail Merchandising

Advantage of Chain, Department and Single Stores Have Many Features in Common, Says Head of Enterprise Whose Sales in 1921 Totaled Over 55 Million of Dollars

THE chain store is supposed to have but little in common with the ordinary retail merchandising establishment. That is not true; they are so close together that many of their experiences are interchangeable, is the opinion expressed by S. S. Kresge, president of the S. S. Kresge Co., in a very interesting and informative article in *System Magazine*.

The type of chain in which goods are not personally sold, but merely exhibited and in which there are either no clerks at all, or clerks only for the purpose of taking the money and wrapping goods, has not much in common with the general or special merchandising shop. But our stores are not run on the impersonal basis. We have centralized buying. We sell only for cash and we attract customers by our show windows and by having all merchandise exposed. Of these features the only one peculiar to the chain store is the collective buying and accounting. The other features are general.

For many years I have been looking at merchandising all over the country. I am always hunting for new ideas. I have taken more of my methods from the small store than I have from other chain store systems. Also I have tried to avoid the mistakes I saw other stores making. The features that I am touching upon in this article are in no sense restricted in their application to one method of doing business. They are of general application. I know where and how I can successfully compete with certain kinds of stores. Also I knew where and how I cannot. For instance, I know that it would be foolhardy to attempt to establish a chain of department stores. I might establish such a chain were I willing to back it through a considerable number of years and with many millions of dollars. If I could keep the money flowing into them through a sufficiently long period I believe that I could make them successful, but also I know that there are many other ways in which the same amount of money could be turned to far better advantage.

I am perfectly familiar with the chain department store idea. I have seen it tried and I have not seen any returns commensurate with the investment. I have often been asked to join such enterprises and always I have refused and for this reason. The advantages of collective buying do not extend to other than purely staple articles and do not go beyond a fairly definite limit of price. Ten dollars is my approximation of that limit. A department store has to carry many articles above that limit and the choice of what those articles should be and also of many below that limit, rests upon the buyer's knowledge of his customers. It may so happen that the buyers of a dozen department stores scattered over a large area will want to buy the same sort of thing and they may pool their

purchases—sometimes to advantage. But this is not collective buying.

## COLLECTIVE BUYING AND THE PERSONAL EQUATION

In collective buying the stock is ordered from above instead of from below. To secure the advantages of collective buying it is necessary to have a centralized organization buying in large quantities. The manager of a single store stocks from a list of what is already bought or on order, and his discretion is therefore limited. In a department store the manager must have much wider limits of selection and I have yet to discover that it is possible to assemble such a comprehensive list in the higher priced articles without accumulating a centralized stock of ominous proportions.

Of equal importance is the personal element. Chain stores ought to accumulate a certain amount of good will. Nothing, in my opinion, can be continuously sold entirely on price unless the price be very low indeed and the location be a busy corner in a large city. As the prices become larger, then the personal element bulks larger and when we reach the higher priced articles, then the personality and good will of the established store is such that the chain store cannot materially break into the business—even in the most transient of communities.

The chain store is limited in its offering of goods. It cannot order especially or perform any particular service for the customer beyond this range. Special orders and particular services are not called for in the lower price levels. They are essential in the higher price levels. And so I find that there is no clash between the chain store and the single store. Each has its merchandising function and they do not overlap. Each may learn something from the other.

## THE MAJOR POINTS OF RETAIL SELLING

Many stores that are not chain stores have adopted the idea of the fixed price counter or table. The big point which they have in common is one that is not usually regarded among all chain stores and which seems to be disregarded by many individual stores. This is, that merchandising can never reach its best development without a happy contact between the store employee and the customer. The four major points of retail merchandising to my mind are: (1) The location of the store; (2) The personality and skill of the management; (3) The merchandise carried and its pricing (4) the courtesy of the employees to the customers.

Points two and four are bound together. The attitude of the clerks is a reflection of the attitude of the management. I shall take up both of these later.

Let us look at the location. I am inclined to the opin-



ion, gained from rather frequent trips throughout the country, that a good deal of money is being wasted on location and that the theory, as advanced by real estate agents, that the rental of a store is in proportion to the number of people passing has been accepted without certain necessary qualifications. The selection depends entirely upon the character of the business. As the average sale increases in value I find the location becomes of less importance. I base my locations upon the theory that no one will go to any particular trouble to spend five or ten cents. Therefore for our 5 and 10 cent stores we determine the worth of a location by the number of women passing on foot through the whole day. We will not accept less than the best location for a 5 and 10 cent store. We can gauge perhaps roughly the limit of rent that we should pay for a given traffic. We do not often take corner sites and never if they are much more expensive than a site in the middle of the block. A corner does not make much difference to women—it does to men.

For our 25 cent to \$1 stores we will rarely pay as high rental as for our 5 and 10 cent stores, because in them we start into the kind of business where purchases begin to be made as the result of a previously formed intention. A considerable part—perhaps the part that makes the difference between good business and bad business—of the buying in the 5 and 10 cent store is due to seeing the things there. The amount involved is so small that there is not much reason to think twice. The article is either bought or not bought on the spot. In a measure this applies to 25-cent sales, but when we leave 25 cents, caution begins to enter. For instance, during the period of the so-called "buyer's strike," our 25 cent to \$1 stores were considerably affected. The 5 and 10 cent stores were not affected as much.

Take the second point—merchandise, its buying, pricing and selling. For the last several years it has been exceedingly difficult to use much skill in merchandising—that is, in the direction of shortening the period between purchase and eventual sale. The rate of turnover has depended upon the ability to get delivery and it has been necessary frequently to overstock to avoid bare shelves. The readjustment of business generally would not have been so cruel had it been possible for anyone along the line from the raw product to the consumer, to get his goods through on schedule. The breakdown of transportation did more than anything else to gorge business with large, high-priced stocks. One had to buy what and where one could—and that is not business.

#### TURNOVER AND BUYING POLICY

Our average rate of turnover, excluding the candy and soda fountain trade, fell to around  $3\frac{1}{2}$  to 4. It is now, with better deliveries, between 5 and 6—which is low for our stores and especially low in a market where the prices are irregular. Our present policy is to buy only according to our needs, in quantities that are large enough to get the benefit of the best price, but not so large—even in the staples—as not to move quickly. We take bargains if we can get them, but never in an untried article or in such a quantity that the selling of the goods will extend

over any considerable period. We regard the ideal situation as one in which we would have practically no use for storehouses—where all of our goods would be in transit. Here, again, however, transportation enters, for the lower freight rate on carload lots will sometimes make it economical to buy larger quantities than we want to buy.

It has never been our policy to plunge in buying. We never buy a large quantity of an untried article, no matter how attractive the price or how sure we are that the article will sell. We will try out almost anything for which the demand seemingly is universal, but we will not plunge on the trial. We will take a small quantity, distribute it among our best stores, and see how it sells. On that record we make our further purchases.

For a time we would get little or nothing to sell at 5 cents; now most of our 5-cent articles are back again. But the whole of our buying policy might be summed up thus: To buy nothing unless we know it will sell—unless we have tried and found out; then to stock only in such quantities as will move quickly, taking into consideration the speed and cost of transportation. We want to sell so quickly that we cannot be caught by price changes.

The location of a store may be decided almost by the application of a formula—given certain facts, the result can be worked out. The system of merchandising and buying may be worked out. But the personal management is not responsive to formula. And it is on the personal management, given only ordinary common sense in all other branches, that a store stands or falls.

### British China-Clay Exports

The December returns of the Board of Trade place British china-clay exports (including Cornish or china stone) at 29,222 long tons, making the total for the year 246,681 tons. This is the smallest tonnage since 1913, with the single exception of 1918, which was the worst of the war years so far as shipping was concerned. The reason for this was, of course, the worldwide depression was set in in 1920.

The crisis in the china-clay industry was most acute during the first half of 1921, owing to the slackness of the American market. In the latter half of the year there were signs that indicated a considerable improvement in the American demand for clay in 1922, and the first month of the new year seems to warrant this belief. January exports totaled 32,198 tons, or 10 per cent more than in December, and it is probable that practically all of this clay went to the United States, as exchange rates still operate against the development of the Continental trade.

### Domestic Exports for January, 1922

Exports of china glassware by countries, as compiled by the U. S. Department of Commerce, continue to show a falling off when compared with the figures for the same period last year. Total exports of chinaware for the month of January, 1922, were valued at \$39,338 as compared with a total of \$46,700 for January, 1921, and

\$92,312 for the month of December, 1920. The latest figures follow:

Countries	Table, Toilet or Kitchen Ware		Other China and Porcelain Ware	
	Pounds	Dollars	Pounds	Dollars
France .....	37	100	—	—
Germany .....	110	69	22,607	23,796
Switzerland .....	11	10	—	—
England .....	404	289	—	—
Canada-Maritime provinces .....	15	10	—	—
Canada-Quebec and Ontario .....	13,886	2,449	9,476	2,689
Canada-Prairie provinces .....	196	191	1,213	370
Canada-Br. Columbia and Yukon .....	598	536	1,211	133
British Honduras .....	33	12	—	—
Honduras .....	1,428	386	—	—
Panama .....	1,245	397	—	—
Mexico .....	4,025	1,280	2,482	749
Newfoundl'd and Labrador .....	13	2	10	35
Bermuda .....	414	214	143	49
Jamaica .....	400	285	—	—
Other Br. West Indies .....	257	49	255	119
Cuba .....	7,528	2,507	174	191
Dominican Republic .....	180	63	40	6
Virgin Islands of U. S. .....	3,012	563	203	73
Colombia .....	70	21	—	—
Venezuela .....	1,836	487	20	6
Philippine Islands .....	38	136	—	—
Australia .....	53	22	—	—
Total .....	35,789	10,078	52,246	29,260

**Domestic Exports of Glassware,  
Table Lighting,  
from the United States  
by Countries.**

Countries.	Table Lighting, Glass-ware or En- Plain. grav'd.		Table & Other Lamp Glass- Chim- Cut & Lan- terns		Lamps & Other Illum. Dev. Chieflly of Glass.	
	Dol- lars.	Dol- lars.	Dol- lars.	Dol- lars.	Dol- lars.	Dol- lars.
France .....	—	—	4	—	—	552
Gibraltar .....	—	—	—	—	—	20
Greece .....	—	—	—	—	—	76
Iceland and Faroe Is. ....	—	—	—	—	—	8
Malta, Gozo and Cyprus .....	—	—	—	—	—	99
Netherlands .....	—	—	—	—	—	165
Sweden .....	—	—	—	—	—	355
England .....	2,618	175	—	—	—	13,310
Scotland .....	402	35	—	—	—	678
Ireland .....	77	467	—	—	—	—
Canada-Maritime Prov. ....	28	5	—	—	—	117
Canada-Quebec & Ontario .....	5,470	752	1,068	6,505	—	—
Canada-Prairie Provinces .....	624	592	97	433	—	—
Canada-Br. Columbia & Yukon .....	33	—	19	1,104	—	—
British Honduras .....	47	5	136	107	—	—
Costa Rica .....	247	5	101	149	—	—
Guatemala .....	192	—	42	90	—	—
Honduras .....	503	30	135	30	—	—
Nicaragua .....	—	—	137	236	—	—
Panama .....	2,997	243	395	371	—	—
Salvador .....	16	—	143	170	—	—
Mexico .....	17,578	598	6,704	7,583	—	—
Newfoundland & Labrador .....	—	—	15	—	—	—
Bermuda .....	136	—	179	10	—	—
Barbados .....	24	—	—	—	—	—
Jamaica .....	150	—	506	166	—	—
Trinidad & Tobagol. ....	289	—	111	861	—	—
Other Br. West Indies .....	383	—	326	450	—	—
Cuba .....	6,235	206	316	1,049	—	—
Dominican Republic .....	107	—	301	640	—	—
Dutch West Indies .....	98	—	89	145	—	—
French West Indies .....	—	—	68	—	—	—
Haiti .....	715	3	274	425	—	—
Virgin Is. of U. S. ....	300	—	42	43	—	—
Argentina .....	2,290	—	75	952	—	—
Brazil .....	—	—	—	463	—	—
Chila .....	—	—	72	—	—	—
Colombia .....	3,168	148	297	445	—	—

Ecuador .....	15	37
British Guiana .....	30	284
Dutch Guiana .....	8	—
French Guiana .....	11	—
Peru .....	247	154
Uruguay .....	321	225
Venezuela .....	1,977	440
British India .....	1,469	8,272
Straits Settlements .....	—	144
China .....	133	27
Hongkong .....	281	—
Japan .....	6	357
Philippine Islands .....	122	—
Australia .....	5,558	1,471
British Oceania .....	—	83
New Zealand .....	1,776	478
Other Oceania .....	—	75
Br. West Africa .....	—	77
Br. South Africa .....	246	94
Br. East Africa .....	—	35
Other French Africa .....	—	20
Morocco .....	—	190
Portuguese East Africa .....	—	6
TOTAL .....	55,081	5,444
	21,211	53,246

### Price Policy of German Potters

It is important to remember that the price policy followed by the German pottery industry since the war has undergone many changes, and that the policy followed by the different branches in regard to invoicing, minimum prices, etc., still varies considerably, according to the London Times Trade Supplement. The association for the porcelain industry, for instance, passed a resolution in 1919 compelling sales to foreign countries to be made in the currency of the country in question. It adjusted prices so that they were about 100 per cent in excess of pre-war prices. Another method was employed by the tableware (china) branch up to last year. All export prices were in dollars, and were calculated by adding 150 per cent to the pre-war inland price. This, however, referred to shipments to the United States only, as the other countries—on the strength of their lower exchange rates—were allowed a so-called "valuta" rebate.

Again, different methods were employed by other branches. Latterly the system of calculating export prices on the basis of pre-war domestic prices has largely been discontinued in favor of another plan, which has also been adopted by other industries. Goods must still be invoiced in the currency of the importing country. The determining factor in fixing minimum prices for a given grade, brand, quality, country, etc., is the strength of foreign competition and market prices in the importing country. Representatives of German firms abroad, commercial travelers, banks, and trade periodicals are the channels through which the control bureaus are informed concerning the trend of the markets. Broadly speaking, these officially sanctioned minimum prices undercut foreign quotations by about 5 to 10 per cent.

#### POSITION OF INDUSTRY SATISFACTORY

The position of the pottery industry to-day is on the whole satisfactory, though output is affected by the inadequate supplies of coal and raw material. The porcelain and stone ware branches report an active home demand, while the tone of the export market is quieter. Comment

(Continued on page 30)



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

WHILE running his Cadillac sedan to a garage, E. W. Hammond, 10 West 23rd St., well known sales representative of Knowles, Taylor & Knowles and other lines, had the misfortune to run down a child who dodged in front of the machine. We say misfortune, for the accident was unavoidable. The child, who had been apparently playing in an old building being razed on 55th street, darted from the structure and without a thought for traffic on the street darted directly in front of the car. As Mr. Hammond is a careful driver and was only running at about 8 miles an hour, the child managed to cling to the bumper and so avoided injury. While papers for a damage suit have been served, there is no question of the outcome. Several witnesses of the accident have voluntarily come forward to state that the child was alone to blame. This, and the pertinent fact that the little girl was not even scratched or bruised, is pretty good evidence that the case is based on rather wobbly legal foundation.

Frederick Skelton, the well known manufacturers representative, has been making extensive improvements to his salesrooms in the Fifth Avenue Building. The entrance room, No. 614, has been entirely changed in appearance and is arranged so as to display the samples to a much better advantage than formerly. The H. C. Fry Glass Co.'s new art line, the Utility Glass Works, Beaver Valley Glass Co. and the Lancaster Glass Co.'s lines are now all shown in this room.

C. H. Blumenauer, of the Jefferson Glass Co., Follansbee, W. Va., is a visitor in New York this week on special business for the factory.

Kenneth P. Lockitt, New York manager for the Libbey Glass Mfg. Co., left on Wednesday night for a several weeks' trip through New England and the middle west.

Word received from Guy Cooke, New York representative for the Crooksville China Co., American Clay Products Co. and other lines, says that he and A. E. Hull, who have been spending several weeks on a European trip, will sail for home aboard the Baltic on April 1st.

Lawrence Kinet, Jr., South American traveler for the United States Glass Co., arrived in New York on Tuesday after a special trip to Porto Rico and Venezuela for the purpose of making a study of conditions and instructing the concern's agents. He had a rather difficult and none too pleasant experience on his return voyage. The steamer on which he originally booked passage, when a short way out, broke her rudder and was forced to return to port. In his anxiety to get home he then got

passage on the first available steamer, which happened to be a boat of very small tonnage. This encountered severe storms from the start and the freight and baggage became so shifted about that it endangered the safety of the ship and to save her, the crew threw all the baggage overboard as well as a good part of her other cargo, hence Mr. Kinet arrived home minus his wardrobe.

Harry L. Seixas left Monday night for a six weeks' trip through the middle west in the interest of the Edward Boote lines.

D. Clifford Mansfield accompanied by his son, Clifford H. Mansfield, made an early appearance in the local market on Monday. They will be registered at the Hotel Martinique for a week while here placing orders for their concern, the J. Seth Hopkins, Mansfield Co., Baltimore.

A. Abrams has engaged with S. Siegel, 21 East Houston St., manufacturer of metal lamps, to travel for the concern's line. He leaves on Saturday for the South and will make Norfolk as his first stop.

## William H. Tritt Retires

William T. Tritt, for many years head of the Tritt China Co., Niles, O., now the Crescent China Co., severs his connection with that plant April 1. He will be succeeded as factory manager by Herbert Goodwin, until a month ago general superintendent of the Chelsea China Co.'s plant, New Cumberland, and for some years prior occupying a similar berth with the Salem (O.) China Co. Last Friday night Mr. Tritt was tendered a farewell reception in the Eagles' Temple at Niles and was presented with a diamond scarfpin by the employes of the company. The presentation speech was made by A. O. C. Ahrendts. Mr. Tritt was a former resident of East Liverpool, O., and was connected with the old Sebring Pottery Co. when that firm was operating there. He then went to Sebring and from there to Niles. His future plans have not been announced.

## Obituary

NATHAN RADUS

The many friends of Nathan Radus, senior member of the firm of N. Radus & Sons, well known dealers of hotel and restaurant supplies, 78 Bowery, will regret exceedingly to hear of his death, which occurred at his home in Brooklyn, on Monday morning, after an illness extending over a period of about a year. He had never fully recovered from an attack of influenza about a year

ago, and had suffered with pleurisy ever since, which was the final cause of his death. He improved sufficiently to return to business for a short time about six months ago, but had been confined to his home since. He was 75 years of age, and leaves, besides a widow, two sons, Maurice and Harry, both of whom are members of the firm. He also leaves three daughters. Mr. Radus established his business at Hester and Allen streets in 1892, which soon outgrew its quarters. He then moved to 143 Bowery and was again forced to move to larger quarters. He then established the business several years ago in their own building at 78 Bowery, which he bought and thoroughly modernized.

### Crockery and Glass Journal to Move Uptown

Like our friends in the trade who have one by one left the old downtown section and following the march of progress have moved uptown to larger and more attractive business quarters, so the CROCKERY AND GLASS JOURNAL is soon to join the procession and migrate from the home which it has occupied for thirty years. The JOURNAL was one of the first to move into the then new and pretentious Gerken Building, at 92 West Broadway, its present quarters. This twelve-story building on the corner of hustling, bustling Chambers Street was considered one of the best in the city, and while it still remains a good, comfortable and centrally located business home, the JOURNAL has outgrown its office space. Since the Demarest Publications was incorporated two years ago, succeeding the firm of Whittemore & Jaques, Inc., the JOURNAL's former publishers, the oldest and most representative publication in the crockery, glassware and allied trades has expanded greatly. As business is now being conducted in somewhat cramped quarters, we have decided to move in a suite of particularly desirable rooms on the seventeenth floor of the Everett Building, 45 East 17th Street, Union Square North. As the uptown trade is practically centered between 15th and 30th Streets, our new home is but a few blocks away, in the heart of the business and publishing district. This section was selected by Mr. Demarest for its easy accessibility from any part of the city and its convenience to the china and glassware district. We expect to move on or before May 1st, and extend a very cordial invitation to all of our friends to drop in and take measure of our new outfit.

### Wm. S. Anthes Completes Successful Trip

After a very successful exhibition during the entire month of February, held at The Breakers, Palm Beach, Fla., also at the exclusive Maisonnettes at the Everglades Club, Wm. S. Anthes returned to the city last week and was very enthusiastic over the results. He stated that during the period of the exhibition, 4,187 people viewed the display. Judging from photographs taken of the exhibit, showing the French period fixtures, the china was displayed as befitted the Ahrenfeldt reputation.

Unusual interest was shown in the new creations which were especially designed and selected under the supervi-

sion of Mr. Kupper while at the factory in Limoges last summer. The character and combination of decorations being different from what is ordinarily seen. The new shapes, too, attracted special attention, being most appropriate for the unique designs.

Mr. Anthes left Sunday night for Chicago and will visit a number of cities, including Minneapolis, Kansas City, Omaha, St. Louis, and Cincinnati. He will meet Leonard Stock of the Kupper sales staff at various points with whom he will hold joint exhibitions. Special arrangements will be made with the various dealers in the cities they visit, so that invitations can be mailed to their trade to visit the exhibit. Mr. Anthes expects to return some time in May.

Mr. Kupper is to be congratulated for the originality of his advertising campaign. The high character in which these exhibits are being conducted, no doubt, will have wonderful results in placing fine Ahrenfeldt china in the best stores and will create a demand from the most discriminating purchasers throughout the country.

### Buyers in New York

MARCH 22, 1922.

J. Williams, house furnishings, J. Williams & Co., Albany, N. Y., Marie Antoinette.  
H. R. Hall, toys, Neal & Hyde, Inc., Syracuse, N. Y., 72 Leonard Street.  
Mrs. R. Cohen, house furnishings, R. Cohen, Punxsatawney, Pa., Martinique.  
R. J. Beacom, div. mdse. manager, Strouss, Hirschberg Co., Youngstown, Ohio, care Baer & Lilienthal, 1150 Broadway.  
G. R. Raikes, toys, L. B. Steele Co., Buffalo, N. Y., McAlpin.  
Mrs. F. P. Donahey, toys, C. H. Bear & Co., York, Pa., Imperial.

MARCH 23, 1922

J. W. Waldorf, house furnishings, china and glassware, Hochschild, Kohn & Co., Baltimore, Md., 220 Fifth Ave., care F. Atkins.  
J. W. Otto, house furnishings, Otto Brothers Marietta, Ohio, York.  
W. M. Sporborg, mdse. manager, D. B. Loveman Co., Chattanooga, Tenn., 1150 Broadway, care Baer & Lilienthal.

MARCH 24, 1922.

G. H. Guest, house furnishings, Jordan, Marsh & Co., Boston, Mass., 432 4th Avenue.  
Miss L. Metcalf, gifts, Stewart & Co., Baltimore, Md., 16 West 39th Street.  
N. E. Ford, china and glassware, G. F. Wing, New Bedford, Mass., Pennsylvania.  
Charles Miller, house furnishings, W. A. Morgan Co., Buffalo, N. Y., Martinique.

MARCH 25, 1922.

F. J. De Hart, toys, F. J. De Hart, Baltimore, Md., Imperial.  
Miss K. Deady, general mdse., The H. L. Boughton Store, Catskill, N. Y., Continental.  
C. W. Burry, china, C. W. Burry, New Philadelphia, Ohio, Bretton Hall.  
D. Carter, toys, J. L. Brandies & Sons, Omaha, Neb., 1134 Broadway, Breslin.  
Elma Dean, general mdse., Sheean & Dean, Co., Elmira, N. Y., 105 Grand Street.  
J. S. Abrams, mfr. glass baskets, Abrams & Co., New London, Conn., Imperial.

MARCH 27, 1922.

C. E. Rosenbury, house furnishings, C. E. Rosenbury & Sons, Inc., Bay City, Mich., Martinique.  
W. M. Sporborg, mdse. manager, general mdse., D. B. Loveman Co., Chattanooga, Tenn., 1150 Broadway, Baer & Lilienthal.  
Ike Salomon, china and glassware, Maison Blanche, New Orleans, La., care M. H. Gradwohl, 116 West 32nd Street.

(Continued on page 34)



# Pointers and Market Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest on Beautiful, Useful and Appealing Wares, Selected from the Most Representative Makers in the Crockery, Glassware, Lamp and Allied Marts of Trade

## Something New in Decorated Crystal

**A**MONG the Spring offerings there is now on display at the salesroom of D. King Irwin in the Fifth Avenue Building, an attractive novelty in decorated glassware from George W. Murphy. On the Heisey crystal blank, this well known producer of artistic decorations has done a light cutting in Adam design which forms a graceful decorative motif, while the tourmaline edge affords a pleasing contrast. The tourmaline line includes jugs, candlesticks, compots, a flower basket, tall sugar and cream and stemware. The same cutting and design is likewise shown with gold encrusted band, comprising a variety of useful articles for the table and boudoir, including colognes and stemware. All are new but the latest newcomer is a particularly appealing combination of the tourmaline and gold encrustation, the Adam design being enhanced by contrast with the blue and gold, making a novel and charming effect in moderate priced ware.

M. Irwin is also showing something new in hotelware, especially suited for tea rooms and hotels seeking ware that will give distinction with good service. This product of the Iroquois China Co. is of medium weight, overglaze decoration with groundlay in gold, yellow, green, pink and blue with marginal edge in contrasting color and may be had with or without monogram.

## New Offerings in Tillson Ware

In addition to his usual large and varied line in china and glassware, Edward B. Dickinson is showing in his suite in the Fifth Avenue Building, two new sets of Tillson Ware. Now that breakfast sets are quite the vogue the set on display should not be overlooked by buyers in search of this popular item to round out their stocks. It is of particularly attractive design and coloring and the individual breakfast set consists of seventeen pieces, procurable in six effective colors, yellow, pink, coral, Gordon green and black, with a quaintly charming floral border outlined in black. Another new arrival is a dinner set, also a product of Thomas Till & Sons. This is of the popular "Shan Tung" pattern, in graceful shape with the Crown Derby style of decoration, with floral center and border.

## A New Octagon Tea Set

While novelties are being shown this season in an unusually wide range of items, something different in tea sets is always certain to register an appeal with the public, providing it is charming as well as new. The new octagon shape tea set, a product of the Stubenville Pottery Co. now on display by Abe H. Hays, 200 Fifth Avenue, is a set of this kind. The octagon shape is decidedly

attractive and the decorations of Dresden design with black line panels are very effective. This set comes in twenty-three pieces, and a seven piece cake set and eight piece salad set is likewise obtainable in the same shape and design. Mr. Hays is also showing a new Lustre Ware tea set in the "New Windsor" shape, in two-tone color effects which include combinations of black and orange, pink and yellow, blue and light yellow. Another new set, also of the Stubenville Pottery line, is a plain shape in groundlay, comprising solid color, with medallion center, in rose, yellow and blue.

## New Things in Fraureuth China

A collection of new patterns just placed on display by Justin Tharaud, Inc., American representative for Porzellanfabrik Fraureuth, 25 West Broadway, are decidedly worth while. They present some artistic decorative ideas that are sure to prove interesting. Various new dinnerware designs are shown in delightful border designs which introduce some novel color effects that have a charm all their own. One known as the number 25 pattern offers a most unusual color treatment in an odd floral border arrangement of a soft pink in combination with purple and black. A heavy coin gold edge adds to its richness. Some very striking black and gold treatments are also shown that are just a little different from what is ordinarily seen. There are also some attractive new things in fancy china, in tea sets, etc. These bring out several beautiful plain color treatments, such as a deep buff, canary, French gray and blue, some being applied showing just enough white space to offer a good contrast to the beautiful colors. Others have Dresden floral medallions outlined in gold.

## Vogt & Dose Show Many New Things

The Vogt & Dose salesroom, 65 Barclay street, is even more interesting at the present time than usual, on account of the array of new things on view in T. & V. French china dinnerware and fancy china. In the former, they are showing several decorative treatments that are particularly noticeable for their originality of design and coloring. One border arrangement that is especially fetching and is proving highly successful is illustrated in the concern's advertisement in this week's issue. The coloring is unusually tasteful in delectable shades of French blue, buff, pink and green. Coin gold edge and handles add still a further note of richness. The ideal shape, too, in which it is shown would also be difficult to improve upon. Some very fine gold encrustations are also attracting well deserved attention. These are con-

*(Continued on page 34)*

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

**D**EMAND for dinnerware continues along a rather active line, so far as the potteries in this district are concerned. Quite a number of manufacturers have asserted that shipments in dollars and cents for the first quarter of 1922 exceed records for the corresponding term of 1921. Kilns are being fired off in regular schedule, as there has been only a few occasions during the first quarter when a scarcity of fuel caused any delay. Production in all shops is steady, and the demand is about equal to the supply. In some instances, however, demand for particular offerings seems to be ahead of stocks in hand.

Thomas B. Anderson, general manager of the Pope-Gosser China Co., Coshocton, O., has returned from a tour of the Pacific Coast. While in the West he paid particular attention to things ceramic, and visited the plants of the Empire China Co., at Burbank, Cal., also the Knowles plant at Santa Clara.

A party of twelve left here last Saturday evening for Pinehurst, N. C., where they will remain a fortnight. The personnel included J. B. McDonald, general manager of the Knowles, Taylor & Knowles; Charles L. Sebring, of the Sebring Pottery Co., and Mrs. Sebring, wife and daughter; Joseph Wells, of the American China Co., and wife; W. E. Wells, Jr., manager of the No. 5 plant of the Homer Laughlin China Co., and Mrs. W. E. Wells, who joined her husband, who had preceded her to Pinehurst by several weeks.

While no official announcement has been made, it is probable there will be a summer meeting of the United States Potters' Association. Time and place has not been selected. During the last few years there has been a brief meeting of this association during the mid-summer, and doubtless one will be called in July this year.

W. H. Smith, buyer of dinnerware for the Larkin Co., Buffalo, has concluded a business trip to this district, during which time he closed contracts for the requirements of this firm for the current season. In years past, the Larkin Co. procured its ware from the Buffalo Pottery Co., but now that that plant is devoted to the manufacturing of hotel china, its semi-porcelain merchandise is being taken from this market.

"We're operating our plant full time in all departments," observed Frank P. Judge, Jr., secretary of the National China Co., Salineville. "New business is in very active receipt for our entire line, although demand for open stock patterns is taking the lead." The National is storing a large reserve supply of coal for kiln

firing purposes, over three months' requirements now being on the "yard."

F. I. Simmers, sales manager and President of the Hal China Co., is making a trip through the west, showing the full line of this character of fireproof teapots and cooking ware.

Secretary Charles F. Goodwin of the United States Potters' Association will soon mail the membership copies of the report of the Association meeting held in Washington, December last. "It's going to be a regular volume this year," he declared. "There were so many splendid special addresses that we felt compelled to preserve the text in printed form, and that's why we're telling about everything that went on."

Jack Bernard, road salesman for the T. A. McNicol Pottery Co., has returned to his desk from an extended eastern trip, which also took him into the New England territory.

Pottery plant erectors here said this week that while no new extensions were "in sight" for the immediate East Liverpool district, there has been some inquiry concerning small pottery construction in the South. The one inquiry nearest to being closed is for a novelty and art pottery in Texas, but even this proposition is not assured.

Edward W. Clinton, for years associated with the selling of pottery out of this district, has taken over a local decorating shop, and is now conducting that business in connection with his usual lines of merchandise.

The primary referendum vote for nominations for officers for the National Brotherhood of Operative Potters closes Friday. The result is expected to be announced by the official canvassing board early next week.

The Taylor, Smith & Taylor Co. are featuring a new line of merchandise which has been designated as "apartment house dinnerware." Where apartments are erected and furnished complete, the dinnerware is being decorated in harmony with the color scheme of the dining room of such apartment. The demand for the new offering is very active.

The Vodrey Pottery Co. and the D. E. McNicol Pottery Co. have guarded against a possible coal strike by stocking up coal for kiln firing purposes. A very large tonnage has been accumulated by most all plants in this district who use coal.



# What the Retail Stores Are Doing

Timely Notes Which Reflect the Activities of the Day and Show What Progressive Merchants Are Featuring in Many Lines to Promote Spring Trade—Housefurnishings and Wares Well Displayed

IN the Housefurnishing Department of R. H. Macy & Co., 34th street and Broadway, there is an element of kindly assistance in the efficient demonstrators who are showing household devices in the department. Washing machines, electric ironers and the various new appliances on the market; novel vegetable peelers and a glass cleaning fluid which is said to be one of the best for giving brilliancy to cut glass, are all intelligently brought to the purchaser's notice. At this season, baskets, ice cream freezers, brooms and fireless cookers are much in evidence, which is a signal that timely shoppers are on the outlook for these early springtime products.

The Housefurnishing Department of Charles & Company, 43rd street & Madison avenue, under the able management of Miss I. Smith will be enlarged to accommodate the growing business of this department. Household devices, enameled aluminum ware, baking-glass, earthenware, mops, brushes and brooms, and every culinary utility worthy of demand is housed in this department, which has become inadequate for the contemplated increased supply of these articles. Miss Smith said the department originated with the sale of only brooms and mops, but since the large demand for other culinary accessories, the department has added many utilities, and the present outlook indicates a steady growth in these lines.

A new addition to the Gift Shop industry has been supplied in Sheffield Plate. Ovington, 39th street and Fifth Avenue, is devoting much space to several attractively priced tables—\$5.00, \$10.00 and \$12.00. This is a most accommodating idea, a helpmate to the hustling and bustling shopper. Sheffield plate platters, vegetable dishes, suitable for two kinds of vegetables, water pitchers and a large assortment of exquisite glass objects can be found on these lavishly stocked tables. Among the more expensive items are rare Czecho-Slovakia Bohemian glass. The red and white might suit the fancy of those who have a penchant for old time color and design, but the new blue and amber are delightful importations in tone and effect. Sheffield plate, glassware and fine porcelain are becoming more and more popular for remembrances and Gift Shops are conspicuously adding these wares to their stock which make delightful tokens for those who give just for love's sake.

In a recent window display at the Fourth avenue entrance of John Wanamaker's, 10th street and Broadway, a full assortment of household devices were so carefully arranged that every object had a special appeal to window shoppers. Because of the conspicuous arrangement of these seasonable articles, which are uppermost in the minds of housewives at this season, this window attracted

well deserved attention. The window was not overcrowded but the effect of a well furnished culinary department was preserved and faithfully carried out. This was a wise advertising scheme and a beckoning signal to passers-by to come inside and see goods displayed in the department. Furthermore, it brought forcibly to the attention of women purchasers household articles handled by the firm, that might otherwise have been overlooked in the extensive lines carried in the department proper.

Much attention has been paid to featuring wooden ware, baskets and hampers in the spacious housefurnishing department of Lord & Taylor, 38th street and Fifth avenue. During moving and renovating household season, baskets and hampers have an unprecedented market. There is carried in this department a complete line of crockery, enameled, aluminum, cooking glassware and every household utility worthy of a meritorious place in a well equipped housefurnishing department. Courteous attention and standard goods make the name of Lord & Taylor a household word in every community.

The Gift Department of Franklin Simon, 38th street and Fifth avenue, is announced by a conspicuous sign over the entrance in large letters reading "Gift Shop." This is a new idea and a good one. It is quite a help to have departments designated in this way, as nothing is more confusing than the approach of a fully stocked department store, with no definite lead as to what is handled in the several departments. This department is attractive in its arrangement and appealing items. In the silverware section there are displayed striped glass pitchers, bordered in hammered silver, beautiful candlesticks, plain and etched, and many other gifts which are suitable for wedding and other significant anniversaries.

For a week or more The Tobey Gift Shop, Wabash Avenue, Chicago, have been featuring a sale of gift goods of varied interest. One of the items which attracted quite a little attention were small boxes from Russia, suitable for cigarettes or many things, in carved wood and gaily handpainted with bright colored Russian scenes. The boxes come in different shapes and sizes. From Czecho-Slovakia there are a number of fascinating wooden birds, such as parrots, robins and other familiar birds. These are hand carved and painted in bright colors. In this group are some jolly little wooden men, round and short and fat, brightly colored and wielding wooden brooms. From East India are small wooden boxes of teak and other eastern woods intricately inlaid with brass, folding tea tables and a beautiful display of candy jars, perfume bottles, flower bowls and other glassware.

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

GENERAL demand for glassware seems to be following the same level as experienced during the last few weeks. Orders are in liberal receipt, but volume, so far as individual requirements are concerned, is not near the peak experienced a few years ago. Tableware is in rather slow movement. Blown ware is in favorable demand, while novelty blues do appear to be holding up the market. General demand for cut glass is not what one can consider strong, although there is some movement. Demand for chimneys is not as active as earlier in the year, and this has resulted in one factory closing—perhaps for some months to come.

C. M. Rodefer, of the Rodefer Glass Co., Bellaire, O., a member of the Ohio State Y. M. C. A. executive committee is chairman of a local committee boosting Association activities in Bellaire. Mr. Rodefer is deeply interested in this character of work.

Operations have been resumed at the plant of the Duquesne Glass Co., at Paden City, W. Va. The Paden City Glass Co. is also working on an active schedule, and the Paden City Pottery Co. is also reported to be on a good production basis.

Intimations heard here that glassworkers will seek an advance in wages under a new working agreement for the next fiscal year has caused manufacturers to wonder where they are to obtain this increase. The manufacturers are now confronted with increased competition though imports, and with the domestic trade demanding a steady market, and because of this situation confronting them, it does not seem likely that any wage advance will be authorized at the next joint wage conference.

All glass manufacturers' associations and various glassworkers' organizations have appealed to the present Congress to authorize a protective tariff on glass products. The last organization to make such an appeal was the Window Glass Workers' Union of Cleveland. Table and blown glassware manufacturers have appealed for tariff protection as has the American Flint Glassworkers' Union.

A number of changes in the inspection department of the Corning Glass Works have been announced. Huston Harris is in charge of the inspection department of the Pyrex and miscellaneous lines, while S. F. Cary is inspector in charge of the railroad and marine glass department.

A quarterly dividend of \$1.75 per share on the preferred stock will be paid April 1 by the Kaufman Depart-

ment Stores, Inc., which will include stockholders of record as of March 20.

Pitkin & Brooks of Chicago, Ill., who have been manufacturing a line of cut glass at their plant in Valparaiso, Ind., will discontinue that line, it is said. The plant will be kept active, however, as F. W. Leach, superintendent of the plant for the last eight years will take over the business.

The American Thermos Bottle Co., which is operating a large plant at Huntington, W. Va., has named Paul Olinger of Corning, N. Y., as factory superintendent. At the plant of the West Virginia Glass Mfg. Co., at Huntington, glass fruit jars have been produced during the last month, and the output is being increased on account of the growing demand.

Differences prevailing for a few days between the firm and some of the employes concerning compensation on certain lines of ware have been adjusted, and operations have been resumed. The shop was inactive but a few days.

The Pittsburgh Cut Glass Co., which has a plant in the Duquesne Power Building is to be incorporated by Charles H. Gordon, Archie Renwick and Henry Scott. When the shop was first established it featured cut tumblers and stemware, and later went into the cut lighting glass business. The shop was inactive for some months, and then was taken over by Mr. Scott. It is the only plant of the character in the immediate district outside of factory shops.

Demand continues active for the broad gold band incrustated decorated line of the Bonita Art Glass Co., of Wheeling, W. Va. Their line of rock gold crackeled effect ware has proved to be one of the most popular of the lines shown at the Pittsburgh Exposition last January.

## A Bid for Catalogues

The J. H. Jones Co., 5903 College Ave., Oakland, Cal., writes us that they are opening a new pottery and household supply store and would like to receive latest catalogues of pottery and glassware.

It may be impossible to separate one's self from worry and trouble at the store, but it is not necessary to take them home. They should be locked up over night in the safe.—*Advertising World*.



# In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners that Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

## Beauty in Novel Warming Dishes

THE long desired dish for serving meats and other viands hot and keeping them so during the period of table service, has been conceived in the decorative and original hot water warming platters, vegetable and other dishes manufactured by the Buffalo Manufacturing Co., Buffalo, N. Y., attractively displayed by Max Hirsch, New York representative, 25 West 23rd street. These unusual dishes come in nickel plate and copper lacquered finish with porcelain insert dishes exquisitely decorated in floral and conventional designs. Beauty in these novel warming dishes, is only a part of their attraction, usefulness and practicability have a strong appeal and are compelling demand, because of the necessity in serving food hot in order to render meals enjoyable and edible. Nothing creates more dissatisfaction at the dining table, than cold viands, and with the use of these warming services, all food becomes palatable and a delight to guests and family. The illustration shows the desirable construction which makes these dishes an ornamentation to dinner or breakfast service and an embellishment for elaborate distinctive functions. The above concern is also showing very attractive electric percolators. There is always a response to Colonial design and in these unique and graceful percolators there reposes a significant portrayal of period make. In the square pattern ebony handles is demonstrated fine Colonial reproduction. These percolators are produced in nickel-plate and polished copper lacquered and are said to percolate coffee in two minutes. The creamer and sugar come to match similarly designed. For bridal gifts these percolators with sugar and creamer make worth-while tokens savoring of the highest type of Colonial and Revolutionary dignitaries. Other equally desirable and decorative articles are manufactured by the firm, casseroles, chafing dishes, tea kettles, samovars, etc., each carrying out the same fine development in workmanship and design.



## Many Trades Adopt Culinary Necessities

It is rather astounding how housefurnishings have crept into stores where there would be the least suspicion of finding these utilities. Jewelry and drug stores have universally adopted every variety of electric household appliance, and grocery stores are fast adding to their stock kitchen wares and crockery and glass. In

every small out-of-town store there is a convincing element of adopting permanent household sections. Larger devices, washing machines, dishwashers, electric ironers and others, must of necessity be represented in the larger department stores or those fitted for their display, but many grocery stores are enlarging their housefurnishing departments in order to accommodate these utilities. The coming season promises a large demand for household goods and the farsighted manufacturer will put before the willing buyer a description of his stock couched in attractive terms and with significant illustrations and prices. Illustrations are food to the eye and a lasting imprint on the brain. Pictures dwell, where text vanishes. The trend is obvious, and like the brook will "Go on forever" since we cannot live without dining, and as Owen Meredith has widely put it, "We can live without books, but civilized man cannot live without cooks," and cooks cannot live without culinary devices. It is evident that the twentieth century kitchen maid is not going to revert to aboriginal methods with easy rapid service at her door. Household devices have started on their Spring rush—clear the way for the stampede.

## Sturdy, Rapid Ice Cream Freezer

With the approaching warm weather, housewives are looking for an ice cream freezer which will produce the best and most palatable ice cream with the least exertion, combining easy action with sturdy construction. In the New Standard Twin Spiral Motion Freezer, illustrated, represented by the Strobel & Wilken Co., 61-63-65 West 23rd street, these qualities are predominant. Namely: all-steel construction, every part heavily retinned, ice pail is heavy galvanized iron. No wood to splinter or fall apart when dry, no cast iron to break. Cannot break, rust or get out of order. The dasher moves in opposite directions while the peculiar and patented feature of the spiral dasher constantly forces the cream from the bottom of the can up through the staggered openings of the dasher to the top, thus thoroughly mixing the cream and making excellent smooth cream with little ice, time or exertion. Specially designed for strength, compactness and tapered for nesting. The drive is positive and cannot slip. Unusual ice space above cream can, and at sides greatly reduces freezing time. The removable clamp firmly fastens ice pail to table, avoiding slipping and effort in holding pail in place. This is a most



(Continued on page 34)

## BOSTON NEWS NOTES

**B**OSTON Importers say the reason why more ships are not entering the port of Boston is because they don't use the goods, and much of the trade which would normally go to Boston enters through the port of New York. With steamers regularly calling at Boston, grain, beef and shoes for export would naturally follow. At a conference in Washington a week ago at which 100 Massachusetts manufacturers were present with their congressmen an effort was made to adjust freight differentials which would tend to give a square deal to New England. With Boston nearly a day nearer Europe than any other U. S. port, it was brought out that both Philadelphia and Baltimore have an advantage of from forty to sixty cents a ton on return cargoes which also is a contributing cause. Senator Lodge declared that the decline of New England by "land and by sea" has been steady in recent years, that more and more goods are being imported which were formerly made in New England.

It is that condition that has been undertaken by the Massachusetts State Chamber of Commerce and the Boston Chamber of Commerce and a big committee is at work formulating plans for a campaign.

"Boost New England. Give New England a fair chance" is the motto of the Massachusetts State Chamber of Commerce in conducting this sales campaign to stimulate industry in New England. Its ramifications are so widespread that it is bound to reflect somewhat in all lines of trade and is especially applicable to crockery and glass.

This campaign will be first centered in reaching the retail merchant and local chambers of commerce have been requested to organize home committees to hold meetings among the retailers for the purpose of outlining the plan. As soon as the retailers become interested in it the campaign will be extended to reach the manufacturers who will be urged to use special identification marks on their merchandise.

### H. R. WHEELER

*Manufacturers' Representative*

161 SUMMER ST.

BOSTON

**Maryland Glass Company**

*Cut Lead Blown Stemware, Encrustations, etc.*

**Acme Art Fruit and Novelties**

*War Fruit.*

**Lancaster Glass Company**

*Pressed Tableware and Tumblers.*

**New Quarters—New Lines—New Prices**

Captain George C. Benner, brother-in-law to E. J. Tucker, of Chase & Francis, of Pearl street, master of the Walter A. Luckenbach, a coast steamer discharging at Charlestown, was a visitor at the Pearl street store one day during the week. Captain Benner, although not an old man, had his first experience on the sea on "wind-jammers." What we started to say was that the captain was treated like a customer with an A+ rating and when Ed or Joe Pindar introduced the captain as the "Luckenbach Line" buyers thought at first they must mean a new line of crockery or glass or curry combs or something like that. The Luckenbach Line used to run around Cape Horn, but now cuts off a couple of months or so by using the Panama Canal.

Another "foreigner" in town during the week was Robert Smith, buyer for the Lougee-Robinson store at Laconia, N. H. He had on what he called a "White Mountain hat," which he said he won on a bet on the train. He offered to sell or swap with Murt Lovell, of the U. S. Glass Co., who took exception to the style, but there were no takers.

Lovell, by the way, has started moving from 127 Federal street to new quarters at 99 Bedford street, where he can display the U. S. Glass line to good advantage. The offices are on the top floor of a new building with so many skylights the roof is practically glass. It will take nearly a month to move, but the game is worth the effort, as there are two rapid-fire elevators, a marble entrance and the building nearer the retail district by several minutes' walk.

### Business Briefs

The Cook & Feldher Co., Jackson, Mich., has opened its new five story department store with an elaborate radio entertainment.

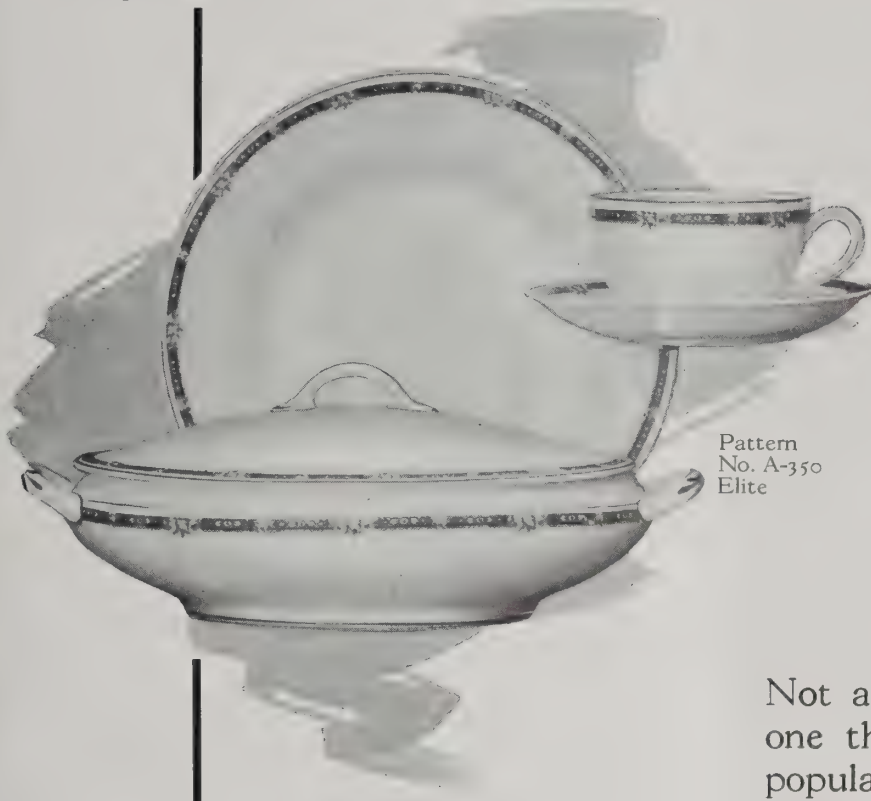
The Bridgton Gift Shop, Bridgton, Me., owned and managed by P. J. Murphy is being remodelled to afford a more attractive display arrangement for his stock of merchandise.

Frank Swantrom, Dekalb, Ill., has opened a china and crockery store in the basement of the Lewis & Palmer music store and will handle song birds, gold fish and supplies as a specialty line.

At a recent sale of the American Art Galleries, an 18th century Staffordshire lustre ware tea set was sold for \$280, a Staffordshire lustre ware pitcher for \$220, and a pair of Staffordshire lustre ware crocus pots for \$200.



**CROOKSVILLE**  
CHINA CO



Pattern  
No. A-350  
Elite

Not a new pattern but one that has proven its popularity over and over again. One of a group of older decorative treatments that is holding its own with our newer designs.

# The Crooksville China Co. Crooksville, Ohio.

NEW YORK OFFICE-200 FIFTH AVENUE  
GUY COOKE, *Representative*  
EASTERN REPRESENTATIVE  
Harry J. Bennett  
CROOKSVILLE, OHIO

CHICAGO OFFICE-591 PALMER HOUSE  
J. E. BORING, *Representative*  
MAIN OFFICE and FACTORY  
CROOKSVILLE, OHIO

"Satisfied  
customers  
keep us busy"

## Price Policy of German Potters

(Continued from page 20)

is made on the protectionist policy followed by numerous foreign countries and the lower trend of international prices. Generally speaking, however, demand still exceeds output capacity and works are sure of employment for some time to come. The Stoneware Convention has just increased the percentage addition to basic prices by a further  $33\frac{1}{3}$  per cent, all prices being subject to change. No guarantee of delivery is given in accepting new orders.

A noteworthy decision has been taken by the Foreign Trade Control Bureau for coarse pottery. It appears that grave complaints as to the inferiority of certain grades of German pottery have recently been lodged by foreign buyers, and consequently, the bureau has now decided to discontinue granting export permits for low quality ware. Conditions are best in fine ceramics, where additional labor has been employed during the past few weeks.

## The German Ceramic Industry

In general the present situation of the German pottery industry is excellent. Not only is the home demand extremely good, but exports also show a steady increase. The total value of ceramic products export in August, 1921, was about 75 million marks, and in September last this value had increased to about 130 million marks. A good and sufficient number of orders also continues to

be booked in the porcelain industry. In electro-technical and chemico-technical chinaware business has also developed, owing to the excellent show made at the last Leipzig Fair, whilst the situation in the markets of the world also favors German productions on account of the low value of the mark. The pottery and faience toy industries are also receiving large and good orders from home and foreign markets. The stove industry (tile and faience fireplaces), on the contrary, is quiet, but flooring and roofing tiles are doing better. Taken all around, the situation of the ceramic industry is extremely favorable; at this we need hardly feel surprised, considering how favorably German industry is placed as regards the prime costs of raw materials in comparison with those asked in the leading competitive countries. As a single instance, clay costs per 10 tons Fcs. 175.50 in France and Fce. 39 in Germany.

## The Swedish Glass Industry

In an interview with "Nya Dagligt Allehanda" the glass expert, M. Sten Kellgren, discussing the depression in the glass industry, pointed out that among the chief causes of the trouble were the high rate of exchange and the exaggerated costs of production. He added that there was an evident aspiration on the part of the industry to manufacture best quality glass, while on the world's market at present cheaper qualities seem to be preferred. M. Kellgren said he believed, however, that first-class goods will soon be in demand again.



## Aluminum Drink Shakers

*The kind that sell and satisfy*

### Shakers

N. 641  
Capacity 20 ozs.

No. 647  
Capacity 40 ozs.



No. 647

### Mixers

No. 642 20 ozs.

No. 643 28 oz.

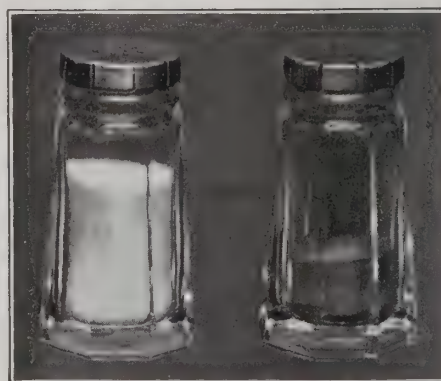
No. 644 32 oz.

*Write Dept. D. for Samples and Prices*

**THE E. A. FARGO CO.**

*Manufacturers of Aluminum Goods*  
**TAUNTON, MASS.**

## IT NEVER RAINS BUT UPRESSIT SHAKERS POUR



**A SNAP OF THE CAP  
AND  
THE HOLES ARE CLEARED**

**Press center to open—Press sides to clear**

*Plain and Cut Glass—Individual and Family Sizes*  
**WRITE FOR SAMPLES, PRICES AND COPY OF  
OUR MONTHLY MAGAZINE, "UPRESSIT GOSSIP"**

**UPRESSIT PRODUCTS CORPORATION**  
15-21 Wilbur Ave. Long Island City, N. Y.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE annual election of officers for the ensuing year held by the Glass, Pottery, Lamps and Housefurnishings Association of Chicago at their regular semi-monthly meeting at the Morrison Hotel last Thursday, resulted in the election of all candidates named by the nominations committee at the previous meeting. There were no opposing candidates nominated from the floor.

The officers elected were John H. Bowman, president; Henry Von Hagel, vice-president; Earl W. Newton, treasurer; Ira A. Jones, secretary, and John Ling, chairman of the executive committee.

The rules on membership fees and yearly dues were amended. The initiation fee, including the first year's membership dues, is ten dollars, and the annual dues from this time forward for old members will be five dollars. New members will pay five dollars per year after their first year.

Committees will be appointed in the near future by the president, and as soon as the details of organization work are completed the association will commence working on the plans for the Second Annual Chicago Exhibit of China, Glass, Lamps and Housefurnishings.

Regardless of the good service rendered at the last exhibit by the Morrison Hotel, other locations for the exhibit will be investigated, before a decision is made regarding the location of the next show.

The next regular meeting of the Chicago association will be on April 6.

The Wheeling Decorating Co. has appointed Lewis H. Simpson & Co. Chicago representatives for their fine line of gold encrusted and decorated glassware. The line is now on exhibit at the Shops Building.

Thomas F. Reid, manufacturer's representative, with display room in the Palmer House, is showing some attractively-priced aluminum goods, the Betty Bright brand, for special sale purposes. Mr. Reid also displays dinnerware, hotel china and glassware.

L. C. Larson, of Ira A. Jones Co., has just returned from a business trip through Iowa and Illinois. Geo. Turner, also with Ira A. Jones Co., was in the Minneapolis-St. Paul section last week, while Al Christman, another salesman for this firm, is traveling in the South.

The Gifts, Art Wares and Novelties Association of Chicago has been formed. After a series of get-together meetings of the manufacturer and manufacturers' agents located in this city, a definite organization has resulted. The officers of the new association are W. C. Owen, president, Wade Collins of the Central Cut Glass Co., vice-president, Mal Flesham of the Shirley Studios, treasurer

and C. L. Geesey, secretary. It is planned to hold a merchandise exhibit of gift shops goods at the Palmer House some time this coming August. While the date has not been definitely fixed, the month of August has been tentatively set. At a meeting of this association at the Palmer House last Friday, it was decided to raise a nominal sum of money to advertise the event to the gift shop buyers and others interested in gift merchandise, art wares and novelties. Meetings will be held at regular intervals to work out the plans and details of the Gift Exhibit which is now only in tentative form.

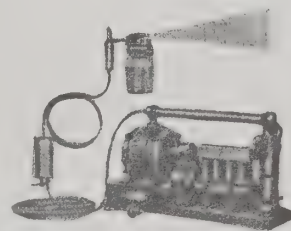
The Velocicar Co., 334 Meachan Ave. Park Ridge, a suburb of Chicago, received a state charter last week, showing a capitalization of \$30,000. The firm will manufacture toys and children's pushable vehicles. The members of the firm are: Eric Closker, E. P. Phelps, and Louis Kasker.

The All Flower Manufacturing Co. was incorporated under the state laws of Illinois recently. The firm will manufacture and deal in artificial flowers and "articles for interior decoration." The capital of the new company is \$5,000 and their temporary location is the First National Bank Building. Those interested in the company are Irvin I. Livingston, Thomas J. Condon and B. S. Jerks.

Probably fifty new concerns have entered the artificial flower manufacturing business during the past year in and around Chicago. It is a growing business, and many of the new firms are doing well by putting an artistic touch with bright and well blended colors to ordinary weeds and making them a worthy parlor ornament.

## Opens Chicago Office

The Decora Air Brush Co. has opened an office in Chicago, 341 East Ohio street. This concern manufactures the only portable air brush on the market which can do spraying work successfully, without the use of a tank, big motor and compressor. This is the latest and most improved method of applying paint, filler, enamels, bronzes or lacquers. The machine consists of a one-fourth horse-power motor and four-cylinder compressor with oil separator, all attached. The machine can be connected to any ordinary electric light socket. The machine complete with gun weighs only fifty pounds.



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Floor, Table and Boudoir lamps in a  
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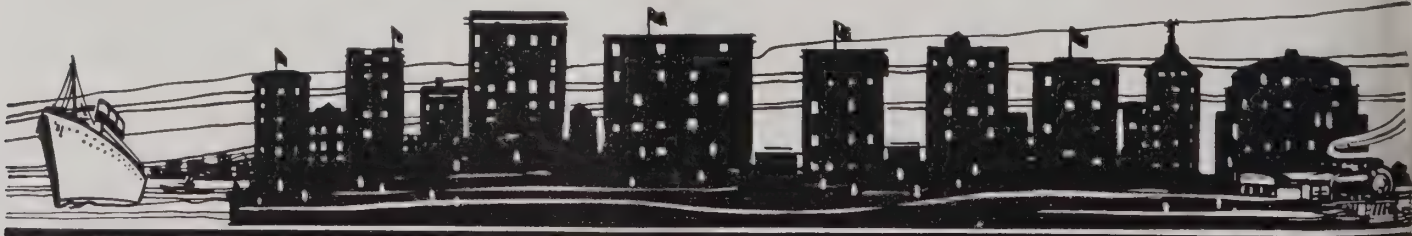
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Everything for China Decorators

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Representing Manufacturers of:

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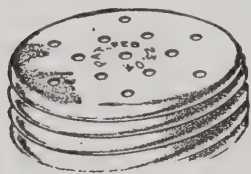
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No fee asked until I have "made good."

**DAVID C. ROSETAHL**

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Phone—Intervale 2228

## Buyers in New York

(Continued from page 22)

MARCH 28, 1922.

D. C. Mansfield, china and glassware, J. S. Hopkins, Baltimore Md., Martinique.

C. Smith, house furnishings, toys, china, T. Smith Co., Boston Mass., 23 East 26th Street, 3rd floor.

Miss R. B. Carey, lamps, Mandel Bros., Chicago, Ill., Pennsylvania.

N. H. Levee, toys, Sasso's Dept. Store, Hazleton, 1164 Broadway.

J. E. Keefe, china, McDonald Bros. Co., Minneapolis, Minn. Pennsylvania.

J. Bittel, house furnishings, toys, Bailey Co., Cleveland, O. care Affiliated Retail Stores, 1732 Broadway.

M. Goldberg, toys, Almy's Ltd., Montreal, 240 Madison Avenue.

O. Normandin, general merchandise, O. Normandin, Montreal Claridge.

G. C. Bronson, china, glassware, Chamberlain-Johnson-Dunosc Co., Atlanta, Ga.

## In the Household Utilities Aisle

(Continued from page 27)

desirable feature as a movable can always wabbling and shifting has been a detriment, annoyance and loss of time. A visit to the above concern's extensive sales room will be a convincing proof of the merits of the New Standard Twin Spiral Motion Freezer. The concern is also showing a full line of "Betty Bright" aluminum ware percolators, and other attractive household utilities.

## Pointers for Buyers

(Continued from page 23)

spicuous for the excellent execution of the patterns, the designs being brought out in perfect detail. A line of service plates introduce some new and exceedingly artistic effects and surprising values. In fancy china, there are various distinctive ideas in decorative and color effects that are very delightful.

If you want to know the man who keeps you from accomplishing things, if you want to know what hold you back, if you want to know where to fix the blame, get a looking-glass and look into it carefully.—A. F. Sheldon.

## "ZANE WARE"

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DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERS, ETC.

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FAMOUS MOSS AZTEC FINISH

**THE ZANE POTTERY CO.**

South Zanesville, Ohio



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LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

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215 West 6th St.  
East Liverpool

VOL. 94

APRIL 6, 1922

No. 14

## AS THE EDITOR SEES IT

### INVITING CUSTOMERS TO BUY MORE

SHE was in a hurry and rushed up to the salesman to see if she could get a cup matched and accomplishing her errand she was about to make a prompt exit when she glanced back over her shoulder, stopped and walked to a little table which stood invitingly in the center aisle a dozen feet or so further back in the store. Her appreciative eye rested on a breakfast set. It was of an attractive new shape and charmingly decorated but it was not particularly remarkable in any way, just a little fifteen piece set of earthenware, such as thousands or more crockery and glassware stores carry.

BUT the point is, that the woman stopped in her hurry and looked admiringly at the set so well displayed. "What a lovely little set," she said, and a few words by the salesperson completed a sale. Just a matter-of-fact illustration attesting the value of appropriate display, staged with the idea of inviting that "second look." This, nothing more, but how many merchants are taking fullest advantage of making their goods attractive to look at? You are the merchant and your answer is the only one that will count, measured in sales and profits. But I will tell you why this particular store I have cited is making a noteworthy success in selling goods.

BREAKFAST sets are, of course, only one of hundreds of attractive items, but this progressive store displays all of its offerings in an individual and very effective way. It sells a lot of goods, despite the fact that it is not a very big store, is not located on the best street in its city and doesn't carry a very comprehensive stock. But the manager of this store, who is also the owner, advertising manager and window trimmer, does

spend a lot of time in thinking and planning how he can show his goods to the best advantage, and from the customer's point of view.

SO, when he features breakfast sets, he selects one from his stock and with a good deal of care arranges an artistic and appealing display, by placing it in the best possible setting—in this particular instance upon a gate-leg-table arranged as for the morning meal. Just an example of the attracting force of associated ideas. And this incident is forever being enacted over and over again in big stores and little stores; in every store whose owners are aware of the value of a trite but always dependable business axiom that, "goods well displayed sell themselves."

AND a good display of this kind which has such a desirable reaction upon the customer and creates sales by the sheer force of its suggestive power, is not something to be found in the most expensive and ornate store equipment, neither is necessarily or usually in the character or style of the goods. It is rather a human equation, the good taste and good business sense and good ideas of the merchant or merchandise manager.

IDEAS are the common property of all and while some people have more ideas than others, you will generally find that the reason this is so, is that the people with more ideas usually spend more time in thinking. Occasionally a good idea just happens but not many good ideas are found in that way. Sales ideas are the direct product of thought and since no merchant can do a successful business without them, he should not be niggardly of the time spent in planning how to make his store attractive.

# Foreign Trade and Prosperity

Some of the Reasons Why the Interchange of Commodities is an Essential Factor for World-wide Industrial Activity and Why American Manufacturers Need a Bigger Outlet for Surplus Goods to Assure Continued Expansion in All Lines

**F**OREIGN trade, as we understand it, had its inception in the first interchange of commodities between tribal clans in the early days of history. From tribal interchange it grew to the interchange of articles of commerce between different countries and later across the seas. At this point, foreign trade literally became foreign commerce, since the very word "commerce" means "across the seas."

Twentieth century progress has made foreign trade a vital subject for every producing and consuming country on the face of the earth. Naturally, the productive capacity of every country, whether in foodstuffs, raw materials from mines, or manufactured articles from the simplest to the most complicated, first concerns itself with domestic consumption. Once, however, this domestic consumption is satisfied, the immediate question is the disposition of whatever surplus there may be.

## BIGGER MARKET NEEDED

It is here that foreign trade comes in. In the last analysis foreign trade is the international interchange of commodities forming part of surplus production. In this connection, it must be kept clearly in mind that the importation of raw materials and finished products is as integral a part in foreign trade as is the exportation of raw and finished products.

Prior to the great World War, the United States participated in what might be termed a spasmodic foreign trade. In a number of raw materials and in a few manufactured products, foreign trade was well advanced, albeit attended by many inconveniences of salesmanship, shipping and financing. Almost overnight this situation changed. World War conditions created an enormous demand for virtually everything grown, mined or made in the United States. Literally the Nation was forced into an expanded war-time condition of foreign trade. A merchant marine was brought into existence by productive enterprise which staggered the understanding of the world, and the country prospered amazingly.

The end of the war appeared at first likely to cause little interruption to this enormous new-born foreign trade. Later, however, the period of deflation set in and the foreign trade of the United States shrank as quickly as it grew.

## SOLVING THE PROBLEM

But the problem now confronting the country as a whole is the steady expansion of this foreign trade on sound economic foundations. This process is well under way. It will be continued. The rehabilitation of American foreign trade brings with it the opportunity to place the United States so far in advance of any other country in its commerce with the nations of the world that never again will there be a chance for another country to usurp its place.

In this rehabilitation, the most important factor to be demanded is that the work is country-wide in its application. No producing or manufacturing community in the United States can afford to be so self-centered as to ignore foreign trade. It is perfectly true that there are a large number of centers which cannot, in the very nature of things, directly participate in either the importation or the exportation of their products to countries beyond the seas, but in the case of a manufacturing community in the Eastern part of the United States which is enjoying commercial relations with a foreign country, the very fact that products are taken away from that community for shipment beyond the seas creates at once a demand for other products which must be filled by importation into that community from other parts of the United States.

## A CONCRETE ILLUSTRATION

If, for example, a community in Pennsylvania exports great quantities of steel products to countries beyond the seas, it argues the presence of a manufacturing citizenship whose time and energies are devoted particularly and exclusively to the improvement of that line of industry. Hence, that community becomes a potential customer to other parts of the country interested in the growth of foodstuffs and the manufacture of articles for the creature comfort of the people and, since the Pennsylvania community is lacking in opportunity to produce these needed foodstuffs and creature comforts, the vacuum must be filled from other parts of the United States.

So, indirectly, foreign trade reaches every part of the country and the international interchange of commodities forming part of surplus production applies in every line of industry and production throughout the United States.

## Good Demand for China at Leipzig Fair

The Spring Fair which began on March 5 had an exhibitors' list of about 13,000, some 700 being foreign firms. The attendance on the first day was about 80,000, on the second about 100,000, and on the third it rose to 130,000. It is doubtful if this year the fair has proved the barometer of German industry. If attendance were the only standard, the fair might be described as an unqualified success, but there were other considerations.

There was no lack of prospective buyers. Among the visitors was a large foreign element, especially from countries where the exchange is high. Visitors were numerous from the Scandinavian countries, from Holland, Great Britain and the United States, though France was not particularly well represented. The impression still prevails in these countries that goods can be more profitably bought in Germany for further sale.



There might have been some division of opinion as to the development of trade before the opening of the fair; no such doubts can now exist. There is a shortage of goods and a reserve among sellers on the one hand and a buying fever on the other, for the quality of the goods is excellent, and the depreciation of the mark points toward a rise in prices. Delivery in four to twelve months' time is the order of the day. Foreign buyers can purchase at fixed prices, though German manufacturers reserve the right to increase them from 50 to 100 per cent, while home buyers purchase on the condition that the price charged will be the one ruling on the day of delivery. The throngs of buyers this year have indeed been remarkable, and it looks as though the previous record of 140,000 would be broken.

The German toy industry has succeeded in recovering a number of foreign markets which it lost during the war. Although prices rose some 100 per cent just before the fair, sales in the first few days amounted to four or five times the quantity sold last year. Among the largest buyers are the Americans and Scandinavians, who have a keen eye for high quality goods.

A similar state of things prevails in the German china industry. Strikingly artistic effects have been achieved. Such was the demand that 1922 delivery is now almost out of question. Here, again, quality rules the market.

### Domestic Exports Show Decline

Value of exports for the month of February, 1922, show a decline from the figures for the previous months, the January exports totaling \$10,078 on table, toilet and kitchen ware and \$29,260 on other china and porcelain ware. With the exception of chimneys, lantern and obelisk glassware exports were larger than the previous month, as compiled by Department of Commerce. The best figures follow:

#### China and Porcelain Ware

Countries.	Table, Toilet or Kitchen Ware		Other China and Porcelain	
	Pounds	Dollars	Pounds	Dollars
Belgium .....	—	—	70	43
Germany .....	50	18	20	50
Norway .....	13,750	2,000	—	—
England .....	769	985	813	2,131
Scotland .....	—	—	39	12
Canada—Maritime Provinces .....	—	—	78	16
Quebec & Ontario .....	6,880	1,721	13,191	2,759
Prairie Provinces .....	597	253	108	151
Br. Columbia & Yukon....	643	142	82	40
British Honduras .....	85	34	—	—
Costa Rica .....	—	—	75	137
Honduras .....	2,510	416	822	175
Panama .....	206	84	60	16
Mexico .....	3,981	1,153	1,567	158
Bermuda .....	2,472	1,250	100	40
Jamaica .....	335	80	170	48
Trinidad and Tobago.....	—	—	20	5
Other Brit. West Ind.....	405	191	252	59
Cuba .....	2,696	903	895	492
Dominican Republic .....	—	—	40	10
Dutch West Indies .....	—	—	180	42
Haiti .....	1,051	274	—	—
Virgin Islands of U. S.....	925	213	80	28
Argentina .....	—	—	26	50
Livvia .....	995	240	—	—
Brazil .....	84	59	—	—
Parador .....	60	50	—	—

Peru .....	—	—	—	—
Venezuela .....	360	95	200	29
Straits Settlements .....	—	—	71	31
Japan .....	4,288	834	—	—
Australia .....	20	26	—	—
French Oceania .....	550	123	—	—
British South Africa .....	120	53	—	—
Liberia .....	35	29	—	—
Total .....	43,867	11,226	18,959	6,522

#### Earthen and Stone Ware

Countries.	Table, Toilet or Kitchen Ware		Other Earthen, Stone & Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Greece .....	100	34	—	—
England .....	—	—	32,590	1,068
Canada, Maritime Prov. ....	—	—	1,279	178
Quebec & Ontario .....	26,539	791	561,404	16,508
Prairie Prov. ....	416	137	20,365	2,281
Br. Columbia & Yukon....	—	—	5,738	277
British Honduras.....	—	—	245	27
Costa Rica.....	—	—	70	30
Guatemala .....	—	—	192	70
Honduras .....	3,338	891	30,270	1,794
Nicaragua .....	337	36	425	84
Panama .....	1,300	378	1,104	118
Salvador .....	—	—	110	25
Mexico .....	8,583	1,622	60,262	4,103
Newfoundland & Labrador..	3,740	155	—	—
Bermuda .....	370	55	9,939	1,325
Jamaica .....	300	50	1,747	120
Other Brit. West Ind.....	—	—	470	125
Cuba .....	9,089	737	471,019	6,670
Dutch West Indies .....	39	14	—	—
Haiti .....	113	41	—	—
Virgin Is. of U. S.....	123	44	370	64
Brazil .....	480	92	—	—
Chile .....	—	—	470	139
Colombia .....	—	—	971	343
Ecuador .....	—	—	587	63
Peru .....	—	—	27,307	956
Uruguay .....	269	63	—	—
Venezuela .....	162	92	2,963	220
China .....	79	59	85	15
Java and Madura .....	—	—	850	272
Hongkong .....	—	—	9,188	341
Japan .....	6,781	965	1,332,855	86,959
Philippine Islands .....	—	—	5,095	2,170
Australia .....	—	—	402	58
French Oceania .....	—	—	200	11
New Zealand .....	—	—	1,734	393
British South Africa .....	—	—	1,395	63
Egypt .....	—	—	75	16
Total .....	62,045	6,215	2,581,776	126,886

#### Exports of Glassware, Table Lighting, from the United States

by Countries.	Table glass-ware, plain		Table glass-ware, cut or engraved		Lamp lantern and globe		Other Illum. glass-ware	
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
Azores .....	—	—	—	—	371	—	—	—
Belgium .....	46	—	—	—	—	—	200	—
France .....	—	—	385	—	—	—	150	—
Germany .....	16	25	—	—	—	—	25	—
Netherlands .....	180	—	—	—	—	—	142	—
Portugal .....	—	—	—	—	5	—	—	—
England .....	7,006	3,182	—	—	—	—	3,137	—
Scotland .....	1,309	662	—	—	—	—	2,062	—
Ireland .....	—	105	—	—	—	—	—	—
Canada, Maritime Provinces .....	233	210	—	—	19	—	54	—
Quebec and Ontario.....	11,345	2,231	—	—	146	—	6,562	—
Prairie Prov. ....	2,660	68	—	—	—	—	283	—
Br. Columbia and Yukon....	400	20	—	—	187	—	246	—
British Honduras .....	178	—	—	—	109	—	9	—
Costa Rica .....	275	—	—	—	176	—	154	—
Guatemala .....	51	—	—	—	444	—	111	—

(Continued on page 28)

## CAUGHT IN THE NEWS NET

**A** NNOUNCEMENT was made this week by Paul L. Zoellner, for the past five years New York manager for Gillinder & Sons, that he has accepted a position as the head of the residence lighting fixture department of the Western Electric Co. He will assume his duties with the concern next Monday and will soon after leave on a trip through New York State and Connecticut to introduce the firm's lighting fixture plan to dealers throughout this territory. Mr. Zoellner is considered one of the best versed men in the fixture business and undoubtedly will prove a valuable acquisition to the company.

Charles Cohen, formerly assistant buyer of china and glassware for L. M. Blumstein, is now looking for a new connection, having resigned his position with the firm two weeks ago.

Wm. J. Kennedy, New York manager for A. H. Heisey & Co., spent the greater part of last week covering towns on Long Island and other nearby points. Next week he is planning to make the Hudson River towns as far as Kingston.

G. E. Keddie, formerly with the Edw. Malley Co., New Haven, Conn., and D. L. Stark, Far Rockaway, L. I., has been engaged as assistant buyer to Mr. Audrey, with Koch & Co.

A number of glassware and house furnishing buyers who have been in Europe for the past two or three months in quest of merchandise for their firms, were scheduled to sail for home aboard the Aquitania, which is due to arrive in port on Friday.

Herman C. Kupper, the well known importer, returned to New York on Monday after spending several weeks with Mrs. Kupper at Palm Beach, Florida.

Malone & Nicholson, New York representatives for a number of well known factories who have been located at 50 Park Place, for many years, have decided to desert the downtown district on May 1st, when they will remove to 125 Fifth Ave., between 19th and 20th streets. In their new quarters they will have greatly increased space for displaying their lines and better facilities in every respect for handling their business.

Miss Helen G. Faubel, of Pittsburgh, and Edward Reiwald, the western Pennsylvania and New York representative for Fisher Bruce & Co., Philadelphia, were married in Pittsburgh on March 20th. Mr. and Mrs. Reiwald

will make their home in Pittsburgh after spending their honeymoon at the Shelburne Hotel, Atlantic City.

"Jack" Winkler, buyer for Lipman Wolfe & Co., Portland, Ore., arrived home aboard the Olympic last Thursday after spending two months abroad on a purchasing trip. Mrs. Winkler joined him on his arrival and they intend to spend ten days or two weeks here before proceeding to Portland.

Joseph H. Wood, formerly with the F. E. Fowler Co., New Haven, Conn., was in town last week placing orders for a new china, glassware and house furnishing store which he expects to open on April 10th, at West Haven, Conn.

Harry S. Mirrielees, New York manager for Manning Bowman & Co., left on Tuesday for Florida for the purpose of a two weeks' rest from the cares of business.

John C. Fisher, traveling representative for Guerin Poyat, Elite, Ltd., is preparing his samples of the above lines of dinnerware and fancy china as well as the Baccarat glassware and Classique Lamp Studios lines, to be in readiness to leave on Friday for a trip that will keep him on the road for some time.

D. E. Harrison, who covers New England territory for the Iroquois China Co., is spending this week in New York. The principal mission of his visit is to look for a home, it being his intention to remove his family here.

After completing a visit to Philadelphia, Baltimore and Washington, Wm. G. Mueller, American representative for Heinrich & Co., and associated factories, who is also the trade's newest importer, will make a western trip which will mark his initial call on buyers.

### Gimbel's Awarded Contract

The contract for steward supplies in connection with the reconditioning of the S.S. Leviathan has been awarded to Gimbel Brothers, according to a telegram from the Shipping Board which was received recently. S. R. Coombs, advertising manager of the store, announced.

This contract calls for supplies totaling more than a half million dollars, it was stated. The merchandise to be supplied includes linens, glass, china, silver, blankets, sheets, pillow cases, steamer rugs, steamer chairs and miscellaneous articles such as are usually issued by the steward's department.

Officials of the store probably will go to Washington



immediately to sign the contract and to clear up any details. It is understood that the reconditioning contract has been awarded to a Norfolk shipbuilding company. The store here, in that case, will make arrangements to deliver the merchandise to the ship as it is required.

### Nonik Line to Be Represented in Canada by Cassidy's, Ltd.

The Nonik Glassware Corp., whose main sales offices are located in the Mohawk Building, 21st and Broadway, have completed arrangements with Cassidy's, Ltd., Montreal, whereby they will have control for an extended period of the Nonik line for the Canadian territory. Arrangements have also been consummated for manufacturing the complete line in Canada.

Cassidy's, Ltd., are one of the most important Canadian concerns in the business, having a very large sales organization, extending from Montreal to Vancouver. The arrangement should prove mutually advantageous to both concerns.

### Bloomingtondale Bros.' Contest

Bloomingtondale Bros., New York's popular department store, have announced a prize contest as one of the features of their fiftieth anniversary celebration. Two contests have been planned. The employee's contest is for the best five word slogan for the anniversary sale, and four sentences, of not over ten words each, to form a creed for faithful and efficient employees. Prizes of \$50, \$20 and \$10 are offered in this class. The second contest is confined to students in the night high schools and offers prizes for the best essays on retailing. First prize is \$100 and a gold medal, the second prize \$50 and a silver medal, and the third \$25 with bronze medal. These essays must be submitted before May 15. Judges are Judge Talley of the Court of General Sessions, Don C. Seitz of the New York World and E. B. Woltner, who was formerly associated with the Seigel Cooper & Co. department store.

### Bandits Invade Macy's Up-Town Station

The big distribution station of R. H. Macy & Co., 240th St. and Webster Ave., was invaded by three hold-up men last Friday night at 7:30. Charles De Lorne, manager of the station, was shot in the neck, after which the three robbers fled in an automobile, leaving behind them several thousand dollars which had been collected in C. O. D. deliveries. The station, just south of the Mt. Vernon line, handles a large number of mail and 'phone orders and collects much cash each day through its drivers. It was reported that there was about \$10,000 there that night, but the robbers got nothing. R. H. Macy & Co. have offered a reward of \$5,000 for the arrest and conviction of the bandits.

### Install Opal Jar Machinery

Lines of opal mixing bowls and ointment jars are being manufactured by the Columbia Glass Co., Fairmont,

W. Va. Antonio Scalose, manager of the plant, recently installed a William J. Miller machine adjustable to the manufacturer of opal jars and containers and is highly pleased with the way it turns out the ware. The plant is equipped with a small continuous tank and two day tanks.

### Buyers in New York

MARCH 29, 1922

L. A. Dempsey, lamps, McCreery Co., Pittsburgh, Pa., 23 East 26th Street.

P. S. Kaufman, dolls and toys, Chas. A. Kaufman, New Orleans, La., care A. Fantl, 116 West 32nd St.

W. B. Shockley, house furnishings, china, glassware and toys, J. B. Ivey & Co., Charlotte, N. C., Pennsylvania.

MARCH 30, 1922.

O. A. Pealer, house furnishings, Berwick Stores Co., Berwick, Pa., Pennsylvania.

W. B. Shockley, house furnishings, china and glassware, J. B. Ivey & Co., Charlotte, N. C., Pennsylvania.

J. I. Flynn, house furnishings, Kaufman Dept. Store, Pittsburgh, Pa., 1261 Broadway.

J. Winkler, house furnishings, Lipman, Wolfe & Co., Portland, Ore., 315 Fourth Avenue.

D. B. Loveman, general mdse., D. B. Loveman Co., Chattanooga, Tenn., 1150 Broadway, care Baer & Lilienthal.

A. Kite, house furnishings, Kite Bros., Chicago, Ill., 1270 Broadway.

A. W. Mackie, china and glassware, Ernst Kern Co., Detroit, Mich., 1170 Broadway, Morgan & Ahrens.

Miss V. V. Doell, glassware, H. L. Boughton Store, Catskill, N. Y., Continental.

W. W. Lease, house furnishings and china, P. Weists Sons, York, Pa., 370 7th Avenue, Wm. Gross & Co.

MARCH 31, 1922

J. Winter, crockery and house furnishings, Lipman, Wolfe & Co., Portland, Ore., 315 Fourth Ave.

C. M. Howatt, house furnishings, Crowley-Milner Co., Detroit, Mich., 120 West 32nd Street (A. Fantl).

APRIL 1, 1922

W. J. Offut, department store mdse., W. J. Offut Co., New Castle, Pa., Hotel Pennsylvania.

Dave L. Pincus, cut glass, Joske Bros., San Antonio, Texas, 352 Fourth Avenue.

E. D. Stauffer, toys, and W. Peters, lamps, May Co., Cleveland, Ohio, 37 West 26th Street.

Miss B. Vollmer, toys, Gimbel Bros., Milwaukee, Wis., Gimbel Bros., Broadway and 32nd St.

APRIL 3, 1922

F. W. Fritzer, toys, George Wyeman & Co., South Bend, Ind., Pennsylvania.

Mr. Levy, lamps, Famous & Barr, St. Louis, Mo., E. M. Sostman, 37 West 26th Street.

E. D. Garrison, house furnishings, cut glass and china, Sanger Bros., Dallas, Texas, 19 East 24th Street.

Edward Klinstiver, house furnishings, china, glassware and toys, Herman Strauss Co., Louisville, Ky., care William Gross, 370 Seventh Avenue.

A. D. Hutzler, china and glassware, Hutzler Bros., Baltimore, Md., 352 Fourth Avenue.

B. G. Newton, house furnishings, Miller Bros. Co., Chattanooga, Tenn., 335 Seventh Avenue, care J. M. Biggins.

G. H. Moeller, lamps, Frank D. G. Co., Fort Wayne, Ind., Pennsylvania.

C. Meyer, house furnishings, Leon Fellman, New Orleans, La., 43 Leonard St.

APRIL 4, 1922.

J. W. Williams, house furnishings, J. Williams & Co., Albany, N. Y., Imperial.

S. E. Aarons, house furnishings, W. S. Aarons, Altoona, Pa., Pennsylvania.

A. Rosner, house furnishings and toys, A. Eisenberg, Baltimore, Md., 37 West 26th Street, Pennsylvania.

L. J. Karnuth, china and glass, Boston Store, Chicago, Ill., 44 East 23rd Street.

(Continued on page 34)

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

POTTERY manufacturers in the East Liverpool district who use coal for either boiler or kiln firing have about 60 days' supply on hand, collectively. The reserve supply in storage at some plants might be sufficient for a longer period than this, but speaking in a general way, the total supply in stock is enough for the two months' period. At the plant of the Edwin M. Knowles China Co., Newell, and the Taylor, Smith & Taylor plant, Chester, reasonable supply is in stock, but these two concerns are in a position to obtain fuel from Hancock County, W. Va., mines not concerned in the present strike. Broadly, dinnerware pottery manufacturers in this district are "covered" for two months at least, so far as the coal supply is concerned. Very little coal is being used in the local district for kiln firing.

The Hotel Jefferson, St. Louis, Mo., had a pottery exposition all of its own last week. William H. Mackey of the Smith, Phillips China Co., displayed his lines there as did Lester B. McNicol of the Potters Co-Operative Co., who worked with William C. Brown, their western representative. William R. Renouff and "Gus" Bub also showed the lines of the American Potteries Co., while F. I. Simmers displayed the cooking ware and teapot line of the Hall China Co. George T. Bratt, with the Edwin M. Knowles China Co., had his lines on display as did Jack Kennedy with the Roseville Pottery Co. All of these representatives have reported active business. Mr. Renouff has just completed a trip through the southwest, and reports business conditions, in a general way, good. Mr. Brown tells a similar story. There were several glass lines displayed in St. Louis while these dinnerware lines were there. Then to top the "little show," there was a publicity man registered there in the person of L. H. Brush, the well-known newspaper publisher of Salem and East Liverpool.

Decided activity is reported about the potteries at Sebring, the five plants there working on practically normal schedule. Shipments from Sebring potteries during March totaled over 3,000 packages and carlots. Freight clerks in the Pennsylvania railroad offices there worked nights frequently in order to clear up the business of the day.

Patrick McNicol, head of the Standard Pottery Co., and Hal N. Harker of the Harker Pottery Co., who have been spending several weeks in the south, during which time they made a trip to Cuba, are expected back in the district next week.

According to a report current in this district, the management of the Chelsea China Co., New Cumberland,

W. Va., is considering the plan of making a feature of manufacturing cups and saucers to the exclusion of several other items. This shop suspended operations recently on account of differences with employees of particular departments.

Tabulation of the primary vote for nomination for officers of the National Brotherhood of Operative Pottery, tabulated the evening of March 31, resulted in these candidates: President, John T. Wood, now serving and F. J. McCullough, both of East Liverpool. Secretary-treasurer John McGillivray, now serving, East Liverpool and J. Vern Johnston, Mt. Clemens, Mich. For first vice president, George H. Cartledge, of Trenton, was unopposed as the successor of Frank H. Hutchins, who has served in that office for upwards of 20 years. The next annual convention will be held in Atlantic City early in July.

The Buffalo Pottery Co. is considering the plan of equipping the kilns in this shop with an oil burning system, similar to the equipment now used by the East Liverpool manufacturers.

W. E. Wells, of the Homer Laughlin China Co., who plans to return to his desk within a few days from a season spent at Pinehurst, N. C., has again been chosen to represent the East Liverpool Chamber of Commerce at the annual convention of the United States Chamber of Commerce which will be held in the Willard Hotel, Washington, May 16-18.

In a general way, pottery manufacturers in this district are in receipt of considerable new business. Salesmen who are on the road are quite pleased with the specifications they are receiving, while mail business seems quite active. The west and south seem to be in good shape, while the eastern section shows more activity in anticipating requirements than during the early part of the first quarter.

In a little while supply salesmen will be showing the 1923 lines of decal. A few advance samples have been received in the district, but the bulk of the new design remain to be received. As before, borders will predominate in the 1923 lines, although some new sprays will be included in the offerings.

Information has been received by sales managers here that John Erickson has been engaged as assistant buyer and manager of the store of the Allen Crockery Co., at

*(Continued on page 34)*



# Pointers and Market Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest in Beautiful, Useful and Appealing Wares, Selected from the Most Representative Makers in the Crockery, Glassware, Lamp and Allied Marts of Trade

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## Mueller Shows Array of Good Things at His Attractive New Salesroom

Wm. G. Mueller, importer of dinnerware and fancy china from the well known factories of Heinrich & Co., Heinrich Winterling, Gebruder Winterling, and Oscar Schaller & Co., is now well settled in his very attractive showroom at 49 West 23rd Street, where he occupies an entire floor. He has provided a very effective background for the display of his lines, the color scheme being quite different from any other salesroom in the New York market. The handsome wall fixtures are in a combination of mahogany and dark green, done in a panel effect that is most pleasing, while the tables are in mahogany covered in green. A corner of the front of the showroom is utilized as an office for Mr. Mueller and his assistants, which is separated from the balance of the salesroom by a mahogany railing. A spacious portion of the rear of the floor is given over to a stock and shipping department, where there is ample room for the storage of a considerable amount of stock. This is of course entirely separated from the show room by partitions. The attractiveness of the salesroom is enhanced by the interesting lines of samples. Ten exceedingly good stock patterns on five different shapes are a feature of the display. These include white and gold and conventional effects that have proven their worth as sellers. Besides these there are one hundred and fifty other designs in dinnerware, shown for import, which includes such a list of diversified treatments that it would take pages to properly describe them. Besides dinnerware there are cereal sets, in new and pleasing decorations, salad sets in floral and lustre decorations, and various short lines in original treatments of exceptional interest.

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## Seasonable Items in Crockery and Glass

As representative of several well known factories, Phillips, Thistle & Smith, Inc., have on display in their salesroom, 1107 Broadway, a large and attractive line of crockery and glassware. Among the recent acquisitions but recently unpacked is a 12-piece breakfast set of semi-porcelain ware which is certain to impress the visiting buyer as a desirable item. This set is a product of the Smith, Phillips China Co., and comes in solid groundlay colors of yellow, pink, blue, green and purple with black lines. The display of water, iced-tea and lemonade sets is particularly complete and this seasonable item, with covered 65-ounce jug and 6 tumblers may be had in clear, optic glass, or with artistic deep plate etching, copper wheel engraving and needle etched designs. Tumblers are obtainable with or without handles, the latter shape being especially appealing to many, not only because it sounds a more modern note but because of its practical

utility. Cracked glassware in sets, jugs and vases are also being shown and a line which is in good demand just now is the lighting glassware of the Seneca Glass Co. This consists of plain and fancy globes and bowls in all needed sizes, glazed and in the dull, velvet surface. A plain, opal glass tumbler especially suited for bath room use and equally desirable for serving milk, etc., is also being shown.

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## Art Goods and Dinnerware at Reimer's

Conspicuous among the offerings of imported wares and attractive at all seasons, the dainty and colorful "Schierholz" line of figures in a large variety of artistic forms advantageously displayed at the salesroom of Fred C. Reimer, 141 Fifth Avenue, continues to interest buyers who are seeking art goods. This line, which includes characteristic likenesses of Louis XV, Cardinal Richelieu and Queen Anne, comprises a large number of single pieces and groupings, and a display of richly decorated vases, ornamented with flowers of exquisite workmanship and finish. The smaller figures are in good demand at the present for center decorations of fruit bowls, etc. Other interesting offerings include a showing of "Luc-ca" art glass in many fancy shapes and in beautiful two colored effects such as amber and black and rose and gold decorations, hand enamelled vases and candy boxes and an appealing group of iridescent lustre vases suitable for flowers or for lamp mounts. Several new patterns in "Krautheim" dinnerware are likewise on display. One design in a charming blue lattice design  $\frac{5}{8}$  inch wide and with gold edging and handles is meeting with favor by the trade but other patterns in the popular narrow paneled floral effects and the larger floral designs are selling well, and well merit the attention of the discriminating buyer.

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## Ready Sellers in Economy Glassware

The Economy Tumbler Co., represented by Cox & Company, 120 Fifth Avenue, are showing specialties in lead blown glass, made to attract Gift Shop buyers. Considerable thought has been given to this particular part of the business, and buyers will find attractive goods which will immediately impress them as totally different from what is ordinarily seen. A cracked iced tea set and cracked grape juice set are two of the new attractions. The pitchers and glasses have colored handles in a new shade of green. The sets are unusual, showy, and should prove to be winners as Gift Shop sellers. Buyers will find a call at the Cox salesroom line very advantageously spent, for it is generally conceded by all who have seen the Economy display, that this factory has never turned out a more altogether interesting and attractive line than they are showing at the present time.

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

THROUGH the Glass Association offices here, manufacturers expect to be advised during May of the changes which the glassworkers propose to incorporate in the wage scale for the next fiscal year. The receipt of these clauses last year was rather belated, but as the various local unions are not formulating their various resolutions, the national officers of the Union are expected to forward copies of these to the Glass Association before the last of next month.

The Frank R. Frost Co. has formed here to handle and manufacture tire glassware, and an application for a charter will be heard at Harrisburg, April 25. Those signing the application for the charter are J. M. Graham, James R. Miller and John Heron.

The chimney plant of the Gill Bros. Glass Co., at Toronto, O., has suspended operations for an indefinite period. This factory is a branch of parent shop which is located at Steubenville, O.

Within a short time another furnace will be placed in operation at the plant of the Monongah Glass Co., at Fairmont, W. Va. This will bring the output of the factory up to about 90 per cent capacity. It is the opinion of President H. L. Heintzelman that the improvement in general business is so pronounced that the Monongah will be compelled to increase working schedules right along.

Reconstruction of a former manufacturing plant at Betula, N. Y., into a glass factory has been commenced for the Saega Glass Jar Co. This company was formed last year to manufacture a patented vacuum glass jar, but owing to weather conditions no work was done on the buildings during the winter season.

The No. 1 furnace of the Macbeth Evans Glass Co., Elwood, Ind., is being repaired with a view to placing it in operation at an early date. A new battery of lehrs is also being erected in this shop.

John H. Harris, china and glass buyer for the Kaufmann Department Stores, Inc., who has been in the European market since January, is booked to return home within a few weeks.

Mrs. M. A. K. Heller, former head of the art department of the Rike, Kumler Co., Dayton, O., and who was recently placed in charge of the concern's china and

glassware departments, has sailed for Europe where she will spend two months on a business mission.

Regular schedules are being maintained at the plant of the New Cumberland Glass Co. at New Cumberland, W. Va., chimneys and lantern globes being the main output.

Little if any improvement has been reported during the last fortnight in the demand for table glassware. This situation has ruled in the main since January. The line is moving in a nominal way as a matter of fact, but large specifications are not being placed as was witnessed some few years ago.

The volume of business handled by glass manufacturers during the first quarter of the current year is reported to be quite in excess of shipments for the corresponding period during 1921. This is quite true in the number of packages forwarded, but in dollars and cents, the valuation has been somewhat under former records. All in all, however, manufacturers in this district are of the opinion that general business seems more healthful than even some months ago. Particular sections of the country are buying, and the trend of anticipation extends from 60 to 90 days.

Department store buyers of glassware have been interested in obtaining merchandise for special sales outside of the staple lines. The novelty lines which they ordered early in the season are being delivered, but for April and May sales the desire for feature merchandise is just as strong now as ever. There was more or less stock of this character specified during January and February, both at Pittsburgh and in Chicago, and majority of factories are now concerned in cleaning up these orders.

Reports were received here early this week that the Henryetta Glass Co., at Henryetta, Okla., has started operations. There are 24 shops engaged in the manufacturing of lamp chimneys, the plant being the only one of its kind in that part of the southwest featuring this particular line of ware.

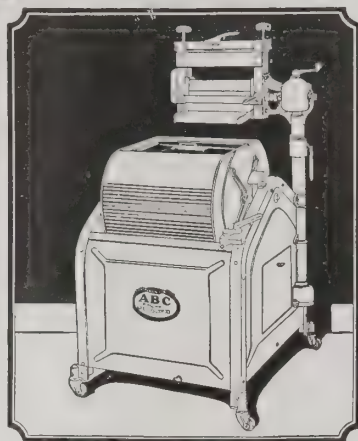
The coal strike will not concern operations at the plant of the Hazel-Atlas Glass Co., Clarksburg, W. Va. The company has its own gas wells, and its supply of this fuel seems ample for all plant requirements.



# ABC OSCILLATOR

## \$99-

(Retail Price)  
West of Rockies - \$105  
In Canada - - 135



**Model No. 80-E.** Full size, six-sheet, heavy copper tub. Quiet, springless mechanism. Swinging electric wringer. All moving parts safely, yet accessibly, enclosed in handsome cabinet. Heavy angle-iron frame. Finished all over in attractive gray. Highest quality throughout—entirely up to famous A B C standards. Does anything highest priced oscillators will do. A value unrivaled in its field.

## It Offers You a Splendid "Leader"

This \$99 A B C Oscillator is the first high quality washer of its type and size, bearing a famous maker's name, that has been sold at anywhere near so low a price as \$99.

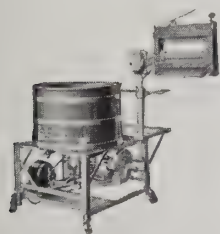
Many housefurnishing dealers and department stores are featuring it as a leader, with great success. It brings in the people.

You, too, could put on a wonderful sale with it. You could afford to do this because the price allows you a *full* profit.

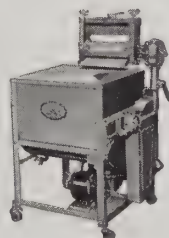
We will show you how to proceed—along exactly the lines already proved so successful by other dealers.

The complete A B C line includes nine models of washers, retailing at \$55.25 to \$150—with electric ironers, too. With the big pioneer firm of Altorfer Bros. Company behind it, the A B C line offers a dealer every incentive to concentrate his selling efforts upon one make.

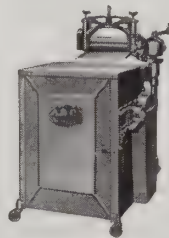
This proposition deserves your immediate attention. Write or wire, today!



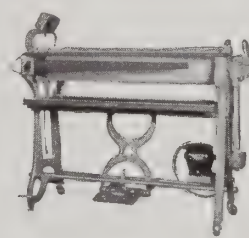
**ABC "Alco"** (dolly-type) washers. Single and double tub. Power and electric.  
\$55.25 to \$106.25



**ABC Super Electric Washers**, semi-cabinet models. Maple or zinc cylinders.  
\$124.50, \$139.50



**ABC Super Electric Washers**, full cabinet models, are the finest on the market.  
\$135, \$150



**ABC Electric Ironers** Equipped with motors or to be operated by A B C washers.  
\$138, \$170

**ALTORFER BROS. COMPANY, Peoria, Illinois**

*Pioneer and Leading Makers of Washers and Ironers*

New York

San Francisco

Brantford, Canada

All prices quoted are retail, east of Rockies. All A B C Products are carefully safeguarded by U. S. Patents

## Domestic Exports Show Decline

(Continued from page 21)

Honduras .....	479	—	171	44
Nicaragua .....	165	—	139	120
Panama .....	465	88	275	243
Salvador .....	21	—	87	—
Mexico .....	6,839	543	3,469	4,724
Miquelon and St. Pierre Is....	—	—	84	17
Newfoundland and Labrador...	1,311	—	10	—
Bermuda .....	434	367	149	44
Barbados .....	133	—	120	—
Jamaica .....	40	—	686	397
Trinidad & Tobago.....	83	—	15	160
Other Brit. West Ind.....	610	—	396	229
Cuba .....	2,759	217	912	1,243
Dominican Republic .....	724	—	970	626
Dutch West Indies .....	291	—	159	137
French West Indies .....	31	—	59	—
Haiti .....	585	—	212	65
Virgin Is. of U. S.....	280	—	64	68
Argentina .....	5,860	603	94	47
Brazil .....	—	—	16	58
Colombia .....	3,046	—	189	11
Ecuador .....	—	—	38	—
British Guiana .....	20	—	12	10
Dutch Guiana .....	181	—	56	56
Peru .....	1,208	—	69	—
Uruguay .....	26	—	—	—
Venezuela .....	166	29	105	387
Aden .....	135	—	—	—
British India .....	—	—	4,283	95
Ceylon .....	—	—	153	—
Straits Settlements .....	—	—	—	175
China .....	33	129	—	—
Java and Madura.....	—	—	117	—
Hongkong .....	—	—	—	57
Japan .....	20	—	—	—
Palestine .....	—	—	—	225
Philippine Islands .....	91	—	48	—
Siam .....	—	—	—	—
Australia .....	10,172	—	2,331	1,952
British Oceania .....	—	—	—	64
French Oceania .....	51	—	—	182
New Zealand .....	2,701	—	2,300	1,261
Other Oceania .....	—	—	393	39
British West Africa .....	—	—	116	89
British South Africa .....	429	—	321	363
British East Africa .....	—	—	90	—
French Africa .....	—	—	18	73
Portuguese East Africa.....	—	—	20	34
Total .....	63,088	8,864	20,203	26,374

## A Fake China Promotion

The promoter of fake investments is omnipresent and while swindlers of this type are less active now than formerly, the merry game of separating the public from its money still continues. The whole country has been quite thoroughly combed for "propositions" and the china trade is no exception, for the old tumble-down plant of the Willets Pottery Works, Trenton, N. J., has been again used as a base to float a new bond issue. Notwithstanding the fact that James R. Barber is now engaged in winding up the affairs of the American Pottery Co., which was the last get-rich-quick scheme centering around the old crumbling works, a glowing circular has been broadcasted announcing that the General China Ware Corporation has acquired the Willets property, with assets worth \$1,000,000.

This circular has created considerable amusement in pottery circles, for about a year ago this antiquated plant, with its antique kilns, was sold by the sheriff to the highest bidders for \$51,000 and then resold for less than

\$100,000. Nevertheless, the fixed assets of the General China Ware Corp. are inventoried in their lurid circular at \$948,651 and the net tangible assets shown as \$1,159,972.01. The circular describes Trenton as the leading pottery center of the country and mentions its proximity to the clay beds of New Jersey and West Virginia. In fact, the circular is resplendent with all the oily persuasiveness which are the earmarks of practically all fake stock selling schemes. The circular is issued by R. H. Boston & Co., Philadelphia, in the interests of a \$400,000 7% bond flotation, and Jacob Vogt's signature is affixed to the statement as president. It is well known in Trenton that Vogt was the prominent Watertown, N. Y. cheese manufacturer who dropped some \$97,500 in financing the defunct American Pottery Co. Here is an extract from the circular:

"Willets Belleek enjoys the same reputation in china-ware as Gorham does in silver." But naturally the circular fails to say that it is about 20 years since any ware has been manufactured, but read on: "We have one of the largest and most modern pottery plants in the country situated in the heart of Trenton, with 19 buildings. It is estimated that it will have a going capacity of 36,000 pieces of ware a day, with an annual sales value of \$1,515,000." From which figures of imaginative potential production the circular "estimates" annual profits of the business to be about \$300,000. All of which is a pretty good joke in the trade, but lacking "blue sky laws" to stop this sort of swindling, doubtless many of these "investment" bonds will be sold to credulous investors whose only security is found in the fictitious assets of this circular.

## New Members Elected

Five new members were added to the membership list of the Pottery, Brass and Glass Salesmens Association at a meeting of the Board of Management held at the Crockery Board of Trade rooms last Thursday. They were as follows: C. Pinkney Jones, president and general manager, Geo. V. Millar Co., Scranton, Pa.; Jack S. Bernstein, with the Midget Novelty Co., Inc., New York; Ray Newton Brown, sales manager for S. W. Farber, Brooklyn; Daniel H. Jacobi, with the Shenango Pottery Co., New Castle, Pa.; Jos. M. Pecoraro, sales manager, Sparkling Cut Glass Co., Mt. Vernon, N. Y.

The man who thinks it is his business to defeat his competitors is wrong. His competitors are not his enemies. They happen to be workers in the same field. The most efficient competitor offers the greatest inspiration to the business man who is keen enough to see that his job is to serve his public. The wise man looks upon competitors as co-operators.

The interior arrangement of a store has much more to do with its prosperity than it is commonly thought to have. The chain-stores understand this and have reduced arrangement to a science.—*The Advertising World*.



# BOSTON NEWS NOTES

BOSTON  
REPRESENTATIVE  
98  
MAY STREET  
NEEDHAM  
MASSACHUSETTS

**A**NNOUNCEMENT is made of the resignation of D. J. Darcy of the Shartenbery, Robinson Co., of Pawtucket, R. I. Mr. Darcy leaves the company to engage in the commission business for himself in the crockery and glass line.

C. W. Pingree, New England agent for the Taiyo Trading Co., Inc., importers of Japanese goods, has opened an office in the new building at 99 Bedford street, known as the Bedford building. Mr. Pingree closed the Boston office for the Taiyo Co. at 41 Pearl street last June and worked from the New York office, but has found that the demands of New England necessitated an office here. His samples arrived during the week, so he now has a complete line on display.

Frank H. Lougee, of the Lougee, Robinson Co., Laconia, N. H., was a welcome visitor in Boston during the week. Mr. Lougee didn't attempt to do much business, but called on his many friends in the city. Usually he spends a few months at his place in Florida but the illness of Mrs. Lougee prevented, this year. His friends say he hasn't changed a bit.

James Turner has completed his move from 41 Pearl street and is now located in a new office at 99 Bedford street, where he has a complete line on display. He has added the Effaneff Brass Works, New York, and the Columbian Enameling and Stamping Co. and a line of cutlery made by the Goodell Co., Antrim, N. H. These are in addition to the Wilwear line of bathroom and household accessories, made by the Novelty Manufacturing Co., Waterbury, Conn., and the Forman and Lerner line, of Brooklyn, N. Y.

Announcement comes from Stamford, Conn., of the award of a contract for the erection of a two-story store and office building on Atlantic street, Stamford, for the use of the S. S. Kresge Co., who operate a chain of five and ten cent stores. The building is to be completed in sixty days from April 2, when operations were scheduled to begin.

## Big Boston Firm Opens Model Retail Department

Jones, McDuffee & Stratton have completed the separation of their wholesale and retail departments and had their formal opening this week. The first three floors are given over to a display strictly for the retail trade, while the fourth and fifth floors are devoted to the wholesale department. The entrance floor has been very tastefully decorated and the pastel colors of the new glassware and decorative china blended to produce a beautiful effect. All glassware is shown on the first

floor with a new department devoted to candles and candlesticks, which has been instituted as a result of popular demand. The second floor is devoted to fine china, dinnerware, fancy ware and bric-a-brac and art subjects, while the third floor is given over to dinnerware. A new system instituted provides for delivery to the customer and any claims, refunds or credits are handled on the floor where the original purchase was made. Permanent bargain tables are to be found on each floor. In an announcement sent to the trade J. Joseph Snyder, salesmanager for the wholesale department, says this apparent emphasis given to the retail end of the business will in no way affect the wholesale department, and that the same protection which has always been given to the trade will continue. It is not our policy, in any way to sacrifice our wholesale interests or accounts for the benefit of our retail business. All the New England salesmen spent the week in the store and an invitation was extended to all dealers to call during the week in the belief that not only the merchandise itself but the method of display might be both helpful and of interest to the trade. Harry Lewis, formerly New England manager for the Pittsburgh Lamp and Brass Co., is in charge of the retail department.

## HERE IT IS!

We know you want our individual, economical

### Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



We guarantee these bowls as represented

Write for Catalog and Prices

## The Sanitary Sugar Bowl Co.

Successors to Schoenheit & Pierce

Manufacturers

6230 Penn Ave.,

Pittsburgh, U. S. A.

# Novelties of Beauty from Many Shops in Fascination Lane

A Page of Selected Items Gleaned from Many Dependable Sources and Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods, Which Will Attract Your Trade and Persuade Them to Buy

By BEATRICE MILLER WISNER

## Easter and Springtime Gifts Predominate

WITH Eastertide comes the full glory of springtime, and shops vie with one another to bring to the view of hesitating shoppers something new and unusual. Windows are laden with seasonable wares; rabbits, chickens, and flowers in unique containers and attractive settings have a conspicuous place and are strong magnets for the wary window shopper. Perhaps this season bids fair to overshadow past seasons in the sale of glassware, fine porcelain and pottery. Many exquisite importations of Chinese and Japanese pottery, Czecho-Slovakia and Venetian glass are seen in the shops carrying gift goods, and selling possibilities of these wares are noted in the various designs and unusual colorings, which readily commend their attractiveness. Before the first chirp of the robin, shoppers are looking for timely wedding gifts for the Spring Bride, and Gift Shops anticipating the season have a responsive stock to encourage women purchasers. In fact, the Gift Shop seems to be a woman's particularly fancy, as the goods carried are more or less of a nature to please femininity. Giving tokens at Easter Season is a beautiful thought. When hearts are full of Springtime joy, there is a subordination of self, bringing tender remembrance of those who claim a place in the Golden Casket of Friendship—The Gift Shop Door is open, pass in.

## Attractively Boxed Gifts

Flowers, nature's gifts, are the strongest tribute of friendship, bringing delicate perfume and a refreshing message from the sunkissed bed of earth. The Surprise Shop, Salem, Mass., has demonstrated how charmingly coming flowers can be transported in a practical and useful way. The illustration here gives an idea of the dainty and beautiful tub, 4 inches in diameter, containing one half dozen finest imported Lily of the Valley pips, planted in moss and ready to grow and blossom in about two weeks time after watering commences. The tub is packed in lavender gift box with hand-tinted verse card and directions, all harmonizing. What could be a



daintier gift or a more appropriate expression of Eastertide and the freshness of Spring than this delicate remembrance. Friendship gifts such as these have a lasting appeal to the Gift Shops and are at once recognized for their seasonable influence and attractive construction. The Surprise Shop is offering many other unusual gifts for early spring and summer demand.

## Japanese Lamps & Lanterns in Original Designs

At the studio and salesrooms of the Tokio Art Decorating Co., 364 Sixth avenue, Mr. J. B. Kawachi is exhibiting some of his finest examples in exquisite parchment lamp shades and lanterns. Mr. Kawachi has won many honors at the University of California, where he was a student, and at the National Academy of Design in New York, art department, receiving the prize every year for his original artistic conception in hand painting and unique decoration, peculiar only to his native oriental instinct. The Pagoda electric lamp is original with him and is delightful in its beauty and design. Profusely adorned with gold lace and tassels, standing on a black lacquer base, it makes a most striking lighting effect. The illustration shows how deftly the Pagoda design has been carried out, graceful in line and true to the orient in symmetry and splendid hand-craft coloring. Lamps, parchment shades and lanterns in various motifs and colorings, some profusely ornamented with birds in bright plumage and others with picturesque scenes of Japan's most beautiful prospects, have a persuasive charm. A visit to Mr. Kawachi's studio can only demonstrate the full beauty in these original and artistic lamps, shades and lanterns. His noteworthy collection brings to America some of the splendor and glory of Japan's own, in brilliant effect and faultless reproduction, achieving novelty with beauty.





# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

CHICAGO'S Annual Toy Fair is now under way. Several floors of the Morrison Hotel and considerable space in the Great Northern Hotel and Palmer House is also devoted to the display. In recent years the Toy Fair has come to be quite an event in the local market. Toys from all parts of the world are shown and buyers from all over the country come to select their stocks for the coming holiday trade. According to early reports the arrival of buyers during the first few days of the show has not been large, but this condition has been laid to the inclement weather of the past two weeks. However, it is figured that the attendance will be representative during the present week.

Chicago's Gift and Art Association, composed of the manufacturers and manufacturers' representatives of this city, are pushing ahead with their plans for an exhibit of gift merchandise at the Palmer House the week of August 15 to 13. At a meeting of the association last Friday, it was learned that more than 25 rooms have already been reserved for the event and the association to date has made no effort to secure exhibitors from out of town. The Palmer House has allotted 75 rooms to the Association for the Gift Merchandise Show.

Ben Detten, salesman for E. M. Meder, Shops Building, who has been ill since the first of the year, has returned to his work fully recovered.

W. C. Owen, manufacturers' representative handling gift merchandise, has moved his display room from Room 102 to 305 Shops Building.

Irvin-Smith Co. will soon move into larger and more convenient quarters at 214 S. Wabash Ave. They are located at present in the Shops Building. They will have the entire third floor of their new location which will give them more than double their present space for display purposes. The change was made necessary by the continual expansion of the business. Recently this company secured the exclusive selling rights for the United States from the Herbert Specialty Co., makers of the Coo-Coo Game, which is rapidly growing in popularity. They have also secured the sales rights on "Chekko," a three-handed checker game and a new game called Boom-rang.

Ira A. Jones Co., for several years located in the Shops Building and one of the most progressive manufacturers' representation firms in the local market, will move to new quarters on May 1, according to present plans. Their new location will be 9 North Wabash, in the Burley Building.

Among the buyers in Chicago last week were A. F. Koch, wholesale and retail china buyer from Davenport, Ia.; S. L. Ichenhauser, wholesale crockery, from Evansville, Ind.; F. H. Laughlin, proprietor of a gift shop in Elroy, Wis., and S. S. Wolfson, jewelry and cut glass buyer from Minneapolis.

The Goblintoy Co. is a newly incorporated manufacturing company, located at 336 West Madison Street. The capital of the company is 500 shares no par value stock. The corporation will make toys, novelties and advertising favors. The members of the firm are Walter R. Dray, Richard E. Hall and J. B. Hawley.

The Home Electric Sales Co., 108 S. La Salle Street, is just putting a new line of mica shields, small shades and torchieres on the market. These are made of pure mica imported from India and all the pieces are made attractive because of a seamless feature. A "baby" torchiere is a new and unusually attractive number in this line, the mica cylinder giving the appearance of rich marble. The line is now on display in the show room of W. T. Darden Co., Palmer House.

Hill Bros. Dry Goods Co., Fond du Lac, Wis., founded in 1856, has been sold to J. E. McNeany, of Rockford, Ill. Mr. McNeany is affiliated with stores in Illinois and Iowa and plans a reorganization sale and many changes in the old Hill Bros. Store. The present arrangements indicate that it will become one of the leading stores of the state. McNeany was in the Chicago market last week and announced the purchase.

The American Enamel Products Co., makers of the famous "Sno-White" brand of bath room fixtures, moved into new quarters at 2101 Indiana Ave., shortly after the first of the year. This company is installing new equipment which will enable them to quadruple their former production. Many new numbers are being added to this already attractive line.

The Evanston Glass Co., 30 N. Dearborn Street, Chicago, was incorporated last week for \$10,000. The firm will deal in glass for commercial use, including mirrors, window glass and sheet glass. The incorporators are William J. Ross, Stephen R. Swarthout, and Ralph D. Matteson.

T. A. McNicol, of the T. A. McNicol Pottery Co., was in Chicago Saturday of last week on business.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

Visit the  
**PALMER HOUSE**



And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Midwest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified Porcelain, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East  
Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
decorated.  
Aluminum for special sales and high  
grade Cut Glass.  
Phone, Dear, 4700

**E. M. MEDER**  
17 North Wabash Avenue  
Chicago  
*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.  
*Representing*  
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Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**  
Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.  
*Representing*

MERCER POTTERY CO., manufacturers  
of Quality Dinnerware and Hotel Ware.  
IROQUOIS CHINA CO., manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
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**TAIYO TRADING CO., Inc.**  
Successor to Takito, Ogawa & Co. and  
The Tajimi Company  
327 West Madison Street  
Importers of Japanese Chinaware, Lamps  
Art Goods and Novelties  
New York Display Room: 101 Fifth Ave.

**KAY BEE CHINA WORKS**

*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

**HEYWORTH BUILDING**  
Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

**Earl W. Newton and Associates**  
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Fry Oven Glass  
Imperial Glass Company  
Economy Tumbler Company  
The Marion Glass Manufacturing Co.  
Wheeling Decorating Company  
The Earl W. Newton Company  
Hopewell China Corp.

**Walter S. Redfield, Room 309**

*Representing:*  
A. H. Heisey & Co., "Diamond H"  
Glassware. Pressed and Blown Table  
Ware, plain and decorated.  
S. A. Weller, Jardinieres, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

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Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shades

**FOSTORIA GLASS CO.**

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware,  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent. Harry G. Dalzell  
Phone  
Central 3497.





# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## LIN-O-LITE SHADES

An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

**VOLKMAN & CO.**  
3223 W. Lake St.

## THE UNITED STATES GLASS CO.

Room 409, 30 E. Randolph Street  
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

## THE ALBRIGHT CHINA CO.

Plants: Carrollton and Scio, Ohio  
Main Sales Office, 17 N. Wabash.  
Room 201. Phone Dearborn 2213.  
I. E. Minks, Secty. and Sales Mgr., in charge

## THE LIMOGES CHINA COMPANY

Represented in Chicago by  
**JOHN G. EDMUNDS**  
1319 Michigan Ave.

## T. J. KELSEY

Representing  
**WEST BEND ALUMINUM CO.**  
West Bend, Wisc.  
Display Room 211  
17 N. Wabash Ave. Chicago

While in Chicago Visit

**STETSON CHINA CO.**  
1535-37 S. State Street  
Phone Calumet 0876

We are prepared to make immediate shipments.

*Ira A. Jones Co.*  
17 North Wabash Avenue  
Chicago

REPRESENTING

Pope-Gosser China Co.  
Seneca Glass Co.  
Susquehanna Cut Glass Co.  
Luzerne Cut Glass Co.  
and  
five well known lamp manufacturers

*This space open to a progressive  
Chicago advertiser. Phone Wabash 860  
for rates.*

## THE McANULTY CO.

Aluminum for special sales  
Copper and nickel plated ware  
17 North Wabash Ave.

## LEWIS H. SIMPSON & CO.

17 N. Wabash Ave.  
Representing  
Athens Glass Co., Fenton Art Glass Co.,  
Huntington Tumbler Co., New Martinsville Glass Mfg. Co., H. R. Wyllie China Co.

## JOYCE ART STUDIO

Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.  
Phone Austin 1500  
5006 WASHINGTON BLVD.

## FRENCH CHINA CO.

Office and Display Room  
136 West Lake Street

## HISPANO-MORESQUE

LUSTRES & METALLIC GLAZES  
Vases, Bowls, Lamps, Comports, Candlesticks  
**THE N. O. CEDERBORG & CO.**  
Glen Ellyn, Ill.

**WALTER B. ANDREWS**  
30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405

Representing  
MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

Imported overglazed  
**CHINA COLORS**  
Powdered or Mixed for Use  
Everything for China Decorators  
**PILKINGTON MANUFACTURING CO.**  
3223 W. Lake Street Chicago

## HELM & SOUKUP

Representing Manufacturers of:  
**TABLE AND ILLUMINATING GLASSWARE**  
Import and Domestic  
Display Rooms  
17 NORTH WABASH AVE.

## J. R. KITTLER

Hand Painted China in all its lines.  
Wholesale Only  
We sell to and decorate for Department Stores, Jewelry Stores, Gift Shops and Jobbers.  
2116 Hudson Ave. Phone: Diversey 3357



## W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

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**FOR SALE**—Completely equipped small odd pottery and tile plant at Metuchen, New Jersey—two kilns—very reasonable to cash buyer. Box 165, care CROCKERY AND GLASS JOURNAL.

### HELP WANTED

**SALESMAN**—One of the largest Chinaware Manufacturers in the United States has opening for experienced Salesman in the following states: Montana, Minnesota, Wisconsin, Illinois, outside of Chicago, Iowa, Kansas, Nebraska. Prefer man who can handle both Regular and Premium trade. Commission Basis. Permanent position for right party. State age and references. Box 162 care CROCKERY AND GLASS JOURNAL.

**SALESMAN** (Christian), for fine china and glassware; experienced in retail line; must have good references. Box 167, care of CROCKERY AND GLASS JOURNAL.

### WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.  
New York Office: 290 Broadway.

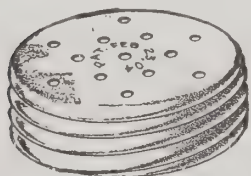
Sole Owner of the Patent **Celluloid Cap & Metal Ring Co., Inc.**

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**Celluloid "Salt and Pepper" Caps**

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.



The man who wakes up sum mornin' and finds himself famous is apt to go to bed that night and sleep it off.—*Josh Billings.*

### National Sales Specialist

Let me show you how to "Plug the Leaks" in your sales organization.

No fee asked until I have "made good."

**DAVID C. ROSETAHL**

954 HOE AVE., BRONX, NEW YORK CITY

Phone—Intervale 2228

### What the Potteries Are Doing

(Continued from page 24)

Rockford, Ill. Mr. Erickson was for the last 13 years buyer of china and glass for department stores in Green Bay and La Crosse, Wis. He is known personally to many salesmen working out of this district.

For the next five weeks, William H. Mackey will travel through the south and southwest and west for the Smith, Phillips China Co. He will show several new border patterns on the "Princess" dinner shape of this firm, they having been added since the January show in Pittsburgh.

The plant of the Mt. Gilead (O.) Tile & Pottery Co. has been sold to new interests which will feature the manufacturing of flower pots. The kilns at this plant have just been rebuilt.

Operations have been resumed in the stoneware plant of Dryer & Son, at Daphne, Ala.

George C. Mitchell, head of the Pope-Gosser China Co., Coshocton, has been indorsed as District Governor for the Tenth Ohio Rotary district to succeed District Governor Robert Patterson, of Dayton.

### Buyers in New York

(Continued from page 23)

L. G. Oppenheim, house furnishings, Bailey Co., Cleveland, Ohio, 1372 Broadway.

E. D. Garrison, cut glass, china and house furnishings, Sanger Bros., Dallas, Texas, 19 East 24th Street.

L. M. Parrish, house furnishings, H. C. Meachum Co., Fort Worth, Texas, 1150 Broadway.

R. Orr, house furnishings, Hager & Bro., Lancaster, Pa., 404 4th Avenue.

J. B. Hartford, toys, Gilchrist Co., Boston, Mass., 200 5th Avenue.

H. G. Chamberlain, toys, S. F. Iszard Co., Elmira, N. Y., 404 4th Avenue.

K. T. Dennison, house furnishings, Denton-Ross-Todd, Lexington, Ky., J. M. Biggins, 333 7th Avenue.

Joseph Reath, toys, John C. Lewis Co., Louisville, Ky., care Associated D. G. Corp., 16 West 39th Street.

C. H. Almond, Jr., house furnishings, china and glassware, C. H. Almond Co., Lynchburg, Va., care J. M. Biggins, 333 7th Avenue.

Charles Meyers, house furnishings, L. Feibelman Co., New Orleans, La., 370 7th Avenue.

J. S. Broida, house furnishings, J. S. Broida, Parkersburg, W. Va., Hoffman & Hartblay, 117 West 33rd Street.

L. C. Scott, toys, Campbell's, Pittsburgh, Pa., care D. G. Union, 432 4th Avenue.

### "ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERES, ETC.

in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

**THE ZANE POTTERY CO.**

South Zanesville, Ohio



ESTABLISHED IN 1874

PHONE BARCLAY 5092

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

**DEMAREST PUBLICATIONS, Inc.**  
92 WEST BROADWAY . . . NEW YORK

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## AS THE EDITOR SEES IT

### TALK AND SHOW YOUR GOODS

FROM ten of the most progressive department stores in the country, answers were received to an important question. The question was, "What is your opinion of the present retail situation and what is your idea about the outlook for the balance of the year?" Answers came from Maine and Boston, Cleveland, Brooklyn, New York, Newark and from the farther off cities of Denver, New Orleans and San Francisco. And these answers, which reflected the opinions of the heads of some of the most representative stores in the United States of America, were so nearly alike in all essential particulars that they could be crystallized into one sentence, which might be called a pretty good business slogan. And this answer-slogan would say, "Conditions are sound, prospects are growing brighter and a good volume will come to merchants who keep good assortments, mark at fair prices and talk and show their goods." I believe this is a pretty fair summing up of the business at present in every line, and I also believe that the merchants who will make the best showing will be the ones who forget the shortcomings of the year 1921 and concentrate all their energies in studying merchandise and rubbing elbows with the trade in 1922.

A GOOD many merchants are now of the opinion that while the volume of business is less than that of a year ago, the market is more settled and the smaller volume is more profitable. One merchant has stated that while volume for this year has so far fallen off from the

figures of a year ago, the business already done in 1922 has shown a good 10 per cent. increase in sales. Broadly, the general opinion in mercantile circles seems to be that customers are not so much interested in high priced and low priced goods but are buying with discrimination and buying where value is easiest perceived. In other words, a good many merchants believe that price is not now given the greatest consideration but that the public is critically weighing values. It is spending money but not blowing it; exchanging good money for good goods, which isn't so very remarkable after all.

BUT how to effect this exchange is naturally the most important point. A particularly good way is to let your customers talk prices. Do not make the mistake which many merchants are making by allowing the salesperson to put the cart before the horse. Suppose you went to a store to buy some goods and the salesperson immediately asked you about what price you desired to pay? You would probably reply that you did not come in to talk prices but to be shown goods. And this is the right point of view. Very few people enter a store to spend five or twenty dollars. They enter a store to buy the goods they want and they will usually pay what the merchant asks if the goods are not marked unreasonably high. Goods come first, and while price is often a deciding factor in making a sale, you cannot stimulate a desire to buy by mentioning price, but you can do it by talking and showing your goods.

# Knowledge of Many Things Required by the Progressive Retail Merchant

Retailer of Today No Longer a Store Keeper, as Modern Merchandising Methods Demand Familiarity With All Phases Utilized in Distributing Goods to Public.

THE retail merchant, especially in the smaller towns, where he has to actually manage his own business, where he has no expert assistant to take some of the burdens from his shoulders is a master workman. And he is a Jack of all trades, and master of them all, too, if he is a successful merchant, is the opinion of A. E. Edgar in the Advertising World.

One not experienced in retail trade might wonder at these words, but they are absolutely true. The successful merchant must have a working knowledge of all trades and professions. As his knowledge in this broad field is increased the more proficient as a merchandiser he becomes.

As a financier he must know how to handle money, he must know banking principles and usage. Only the inexperienced merchant has his requests for loans refused, the experienced knows when to ask for assistance and when to refrain from doing so. He knows how banks can help him and when they will not.

As a buyer the merchant must be successful. To know how to buy he must have a knowledge of merchandise. This means that he study manufacturing to some extent. Above all he must know market conditions.

As a salesman the merchant must excel. If he is not a salesman all his knowledge of merchandise and buying will avail him little. If he is an expert salesman the knowledge of merchandise and buying will prove of inestimable value to him in selling.

As an advertising man he must know how to present his chosen arguments to the public. He must know human nature. Above all he must know the value of advertising mediums. How to present his message, and where, is only equalled by the necessity of knowing when to present it.

As an accountant he must know how to keep books and how to extract statistics from them that will aid him in preventing over-buying, that will aid him to finance his business and build up a credit rating of value to him in his future transactions with his creditors.

As a display manager he must know how to present his merchandise to the public in such a manner as to bring out only its best lines and most attractive colors and design. He must know how to prepare his displays, to build backgrounds, to arrange unit trims and many other things.

As an employer he must know how to manage men and women. He must be able to work with and have work for him men and women who are willing to cooperate with him. To keep employes in constant content-

ment with their lot, with conditions surrounding them is a big man's job, yet, the retail merchant in the smallest store must know how to do this if he employs any help at all.

As a credit man he must be active and alert. When to extend credit, when to refuse it, when to curtail it, how to collect accounts, how to prevent bad debts, all must be known to him.

As a lawyer he must know the law of contracts, partnerships, corporations, insurance and many other things mysterious to many.

Truly the retail merchant must be a master workman, for mind you, besides a knowledge of all these trades and professions there are many others that he must know. He must be a carpenter at times, or at least an architect who can plan fixtures and alterations in his store building. He must be a decorator, sometimes an actual workman, at others as designer and overseer, according to his years in business.

Besides all this knowledge of his business that is necessary he is expected to be a good citizen, a model husband and father, a credit to his community, etc.

How can he do it? The fact of the matter is that few do it with very much credit to themselves. Many more fail than pull through with even a whole skin. Why?

## WHY STORES FAIL

One reason for the large number of failures in retail business is that the majority of men who enter retail trade do not know the extent of the knowledge necessary to real success. Retired farmers enter retail business because the work appears to be easier than farming. The merchant is the hardest worked man in the world. Clerks in offices enter retail business because of a fancied easy profit to be gained. Long years of experience alone will accumulate a profit for the retailer. Salesmen save a few hundreds of dollars and enter business for themselves without a real knowledge of the responsibilities they are taking upon themselves. Recruits from every branch of the professions and the trades enter retail business for various reasons, all expecting easy work and large profits. The natural result of this inexperience is failure.

The other reason why there are so many failures in retail trade is because the majority of the men who go into business are not fitted for the business, *and do not fit themselves for their chosen work*. Unfortunately there are no commercial schools that fit men for retail business success, if we except the few colleges and schools that are located in certain educational centers. Efforts are being made to increase their number and the time may



come when a young man may go to school in his own town and learn something about business methods and procedure. But lacking this opportunity the business man who really wants to succeed has a college course at his own door. It is found in the business he is attempting to manage. Experience is the dearest teacher, but undoubtedly the best.

A merchant who shuts himself up with his goods will learn something. If he contents himself with the knowledge gained within the four walls of his store he will learn very little. It is only when he travels the roads that lead from his store and which connect his own little business with the vast outside world that he begins to learn something about his own business. Some of these roads prove to be broad avenues toward success, others merely little trails to better methods and procedure, but all are necessary to round out the retailer's education in order to fit him for success.

The wholesaler's salesman is one avenue of knowledge the retail merchant will find worth traveling. Here will be found resources of untold value. Methods, merchandise, procedure, information at first hand is here in abundance.

Retail conventions and association meetings are roads leading to pleasant places and profitable investments. Here an interchange of ideas of the greatest value is to be found.

The great highway to successful retailing knowledge lies in a careful study of the grade papers of the mer-

chant's particular trade. Here he gets reports of market conditions that aid him to decide what to buy, for not only are intrinsic values of merchandise brought out by market quotations but style values are shown as well.

On the great highway to successful retailing will be found many crossings, many danger signals, many guide posts to certain ends. Here are discussed such problems as salesmanship, selling plans, advertising, window display, accounting and the host of other things it is necessary the merchant should know. That being the case, why then do not more succeed? Simply because the majority do not read the trade papers, and unfortunately, many of those who do continue to think their own narrow ideas of greater value than those of men who have had a broader experience.

The successful retail merchant cannot be a narrow being. His education must be broad and comprehensive. It may not comprehend the study of many books, although useful books are multiplying by the dozens in these latter days, but it must include a careful, common-sense study of his trade paper. In no other place will he find so great an amount of valuable knowledge of his business, and when applied in the light of his own experience it is doubly useful and profitable.

Just as he reads his daily newspaper to keep abreast of the times he must read his trade paper to keep abreast of the business he is engaged in. Knowledge is power. Knowledge of business is profitable. It is only the ignorant who cannot profit from knowledge.

## Increase Sales by Satisfying Customers

Carry a Complete Stock, Be Attentive to the Casual Visitor, and Never Miss an Opportunity to Suggest a Purchase, Always Have the Buyer's Best Interest in Mind

**T**HAT business picks up quickest which is the first to get in line with any changes that take place in general conditions, says Better Business.

Be sure your prices are all on the right basis, corresponding to present wholesale prices. Many retail merchants have done this. But some have not, and they are retarding their own business and preventing the return of general prosperity.

The public demands honest value and they will buy when they are sure they are getting it.

Push those goods above all others that you are able to buy on a readjusted market basis and that offer your customers the best returns for their money.

In war days you could not always give service. You could not get the goods you needed.

Now you can. Buy with the idea of supplying everything your trade requires. Keep your stock complete and up to the minute.

So long as goods were scarce and hard to get the public thought nothing of it when a merchant was unable to supply this or that.

### FULL STOCK MOST ATTRACTIVE

Now they will be attracted to the store that carries the fullest and best assortment of standard, reliable merchandise.

It was never more important that you should have brands of recognized, well known quality.

### INCREASING SALES

Nothing stimulates sales so much as setting a mark. The other day we came across a merchant who had no cause to feel glum about his volume. He was doing a thriving business. And he said it was due to what he called a "strength tester."

"You remember those strength testers we used to see—the kind you hit with a mallet, sending the indicators up on the dial?" he inquired.

"We used to feel pretty proud when we could hit it a wallop that would beat everybody else in the crowd, didn't we?—or when we could make the indicator show just a little bit better than we had ever done before.

"Well, every clerk in this store is working on that principle these days. In the back on a bulletin board you will find the sales record of each clerk for every day of the week.

"Once a month we get together and talk it over. The clerk that has made the biggest gain for two weeks is called upon to make a little speech and give the others pointers on how he did it.

#### OVERLOOKING NO BETS

"And believe me, it taught us not to overlook any bets. For instance, I heard Fred asking Mrs. Wrixon a little while ago if that flour he sold her ten days ago wasn't getting low and if she didn't need some more. She did.

"That's getting down to fine points, isn't it? It's wonderful how much you can sell people when you get right down to a study of their needs and when every fellow is trying to beat his own and the other fellow's sales record.

"Take, for instance, Mrs. Fairchild. She trades here, but we found on checking up that she never bought a cent's worth of coffee from us. So Bill asked her one day if she wouldn't try a coffee that was specially fine—you should have heard Bill describe that coffee! Sure, she would. It was just like falling off a log. And now she buys her coffee from us right along.

"I tell you, when a man is working on a quota he will try lots of ways to beat all previous records."

Every steady customer you can get is one more volume builder.

In figuring profit many forget that there is no profit until after the interest on the plant, depreciation, and the proprietor's fair salary are figured off.

The best selling—the salesmanship that counts for the most in the long run—comes by establishing a reputation for honest and straight dealing; for delivery in good shape and on time; for satisfactory quality and a willingness to make good any errors or discrepancies.

The main thing to remember about collections is that the best time to collect is when you make the sale. Get the money then if it is possible. If you cannot get it then, collect it before the debtor gets in debt for more than he can pay easily. Learn to say "No" in time and save a lot of trouble and loss of money later. You don't have to trust every one who wants credit, and it is better to lose some sales than to lose so many bad accounts.

#### How's Business?

The April catalogue of Butler Bros. contains a special insert with the following text which proves that business conditions in a general way are improving. The text reads:

"Three outstanding facts in the Commercial Reports of the past 30 days are these:

"Prices on farm products are very much higher than they were a month ago. The farmer is beginning to see a fair chance to get a good return for his labor and investment.

"For the first time in many lean months he sees a possible profit for himself.

"Building operations, which have been stronger than ever the past winter, are spreading out into what promises to be the biggest building boom this country has ever seen.

"This will be a powerful factor in giving work to many unemployed and in bringing down rents.

"The firm and rising tendency of stocks and bonds is an indication of the collective opinion of thinking men that we are in for a period of improved business—much better than has been our lot for the past twelve months.

"This is good news even for the merchant who waits for business to come to him. It is the assurance that he will sell some goods this Spring.

"But it is good news PLUS for the up and coming merchant, the man who fights for business.

"Because it will hearten him to fight just a little bit harder and get a very much larger volume and profit."

#### British Glass Exports Drop

The exportation of glass and glass products from the United Kingdom decreased during December to the lowest total since June, but the imports of these articles increased and show a gain of several thousand dollars, as compared with the figures for November. Exports from the United Kingdom in December aggregated 139,696 pounds in value as compared with 206,094 pounds in November. Imports of glass and glassware in December were valued at 426,216 pounds compared with 349,540 pounds in November. As the sixth and last month of the second half of 1921, December still shows a decided drop in the foreign glass trade of Great Britain as compared with January, the first month of the first half of the year. Imports in January aggregated 484,902 pounds, while exports were valued at 334,417 pounds, or a total trade of 818,373 pounds, which is considerably more than the combined trade for December, which was 565,912 pounds.

Comparing December, 1921, with the same month of 1920, it is found that while exports declined from 336,801 pounds to 139,696 pounds, imports also fell off from 706,318 pounds to 426,216 pounds. The decline in the trade of the United Kingdom in December may have been caused by an increased activity on the part of the English manufacturers.

In December, as compared with November, there was a decrease in the exportation of all kinds of glass and glassware excepting plate and sheet glass and a slight increase in the case of the unenumerated manufacturers. On the other hand the imports all increased in December as compared with November.

For the year ending December 31, total exports of glass



and glass products from the United Kingdom aggregated 2,176,023 pounds, in value as compared with a value of 3,210,800 pounds for the year of 1920. These figures show a loss in trade of approximately 1,000,000 pounds in 1921, which is not bad when the difficulties which surround the English manufacturers in the form of cheap competition from continental manufacturers is taken into consideration. Imports for the year of 1921 were valued at 4,622,111 pounds as compared with 8,506,708 pounds in 1920. The figures for the importation of glass and glassware by the United Kingdom in 1921 represent about half of the trade in these articles in 1920. The large decrease in the value of imported ware may be accounted for in a small part by a decrease in prices, but the important cause of the decline in imports was probably caused by the decrease in the purchasing power of the average Englishman.

Imports and exports for the year of 1921 show the following in pounds' valuation:

	Imports	Exports
January .....	484,902	333,471
February .....	487,813	206,982
March .....	391,051	215,470
April .....	316,473	214,137
May .....	305,223	165,734
June .....	385,500	123,137
July .....	413,264	106,800
August .....	375,597	105,934
September .....	334,910	160,848
October .....	351,622	202,550
November .....	349,540	206,094
December .....	426,216	139,696

Exports during December totaled 139,696 pounds, while in December, 1920, they aggregated 336,801 pounds. The divisions for December, 1921, were as follows:

Scientific, illuminating, domestic, fancy and optical glass, 32,514 pounds; November, 39,334 pounds.

Plate and sheet glass, 67,068 pounds; November, 114,497 pounds.

Bottles and jars, 35,440 pounds; November, 47,405 pounds.

Unenumerated manufacturers, 4,674 pounds; November, 4,858 pounds.

Imports during December aggregated 426,216 pounds, while in December, 1920, they were valued at 706,318 pounds. The divisions for December, 1921, were as follows:

Scientific, illuminating, fancy and optical glass, 176,214 pounds; November, 149,458 pounds.

Plate and sheet glass, 162,229 pounds; November, 122,664 pounds.

Bottles and jars 85,951 pounds; November, 16,151 pounds.

Unenumerated manufacturers, 1,816 pounds; November, 661 pounds. Re-exports of glass and glass products during December aggregated 3,426 pounds, as compared with 8,061 pounds in November.

## The Pottery Trade in Scotland

On the whole, conditions in the Scottish glass and china trade are somewhat brighter although the improvement is not particularly appreciable. Generally speaking, however, there is more like a silver lining to the dark industrial cloud, and the army of unemployed in various directions is reported to have encouragingly diminished. Scottish potters are still finding it necessary to work somewhat short-handed, in view of the order book not being so full up as in normal times. For the most part, the potteries continue to largely concentrate their attention upon their domestic ware, and output is by no means unsatisfactory in all the circumstances.

As far as wholesalers are concerned, reports are rather varied, some firms finding matters still in the old quiet rut, but others evidently finding things a little bit brighter. It is the general rule, however, that the orders being placed for wholesalers are pretty keenly cut down to customers' more immediate requirements, and, taken all round, possibly at the moment the average retailer is well advised to follow the line of utmost caution. Some of the retail firms with their emporiums situated in the main thoroughfares of our big towns are getting through a goodly amount of business every week, but the general report is that customers are exercising the strictest economy as far as price is concerned. The motto of the moment seems to be "the best quantity even if not the best quality," and that, of course, indicates that there is still extreme tightness as far as money matters are concerned.

## Ball Bros. Give \$1,000,000

If you have money to give away there is no time like the present, is the philosophy of Frank C. Ball. His three brothers hold the same thought and a fifth brother, now dead, held that theory during his lifetime. The four living brothers and the estate of the other brother have just given \$1,000,000 for educational and welfare work. They operate an immense fruit jar manufacturing plant here.

"We are giving this \$1,000,000 because we believe it better to do such things while we are living than allow others to do it for us after we are dead," explained Frank C. Ball, who is president of Ball Bros., Muncie, Ind. "Life at best is short and uncertain and the time for men who have it to do good with their money is when they can personally direct the use of it. Nobody has ever found a way of taking his money with him to wherever he goes after he dies. We are glad to make these gifts to these institutions and for these purposes, not because we seek appreciation but because we believe it to be a good thing to do and because of the satisfaction we receive in knowing that we may be responsible to some slight extent in aiding humanity."

The gifts just announced are in addition to numerous other donations made to local institutions during the last several years. It is estimated that their aggregate gifts will total as much as those just announced.

# What the Retail Stores Are Doing

Timely Notes Which Reflect the Activities of the Day and Show What Progressive Merchants Are Featuring in Many Lines to Promote Spring Trade—Dinner Ware Being Featured and Art and Gift Goods Well Displayed

THE basement China and Glass Department of Frederick Loeser & Co., Brooklyn, is devoting several tables to attractively priced glass ware, \$1.25 to \$10.00 prices on beautiful orange, glass dishes, pitchers, comports, trays, banded with black. The yellow on blue bases, and blue on black are striking. The \$1.98 table shows delightful candlesticks in frosted glass and the \$1.00 table has a variety of Harding Blue glass powder boxes, bowls and other equally fascinating colors. On the more expensive tables there is a variety of articles, boxes, bowls, in orchid yellow and blue in unique shapes; some have black checked borders. A very desirable thin cut glass with floral and conventional designs, vases tall and slender and smaller ones with fluted edges are very low priced. The housefurnishing department, which adjoins the china and glass division on the same floor, is featuring some excellent values in colored chocolate, sage green, blue, enameled teapots, large and small, and coffee pots, white lined with ebonized handles at \$1.98 each.

A very excellent line of American porcelain dinner sets, plain gold banded, 51 pieces at \$12.00, in the basement of Gimbel Brothers, 34th Street and Sixth Avenue, is creating popular favor. Other sets show fine gold lace borders and plain white china plates have a place on the same table at extremely low figures.

The entrance of the Gift Shop Department of Abraham & Strauss, Brooklyn, carries out a seasonable idea in the display of beautiful artificial flowers; roses, jonquils, pinks, and every variety of tempting blooms defying nature's best in coloring and natural construction. The same section is showing a very extensive arrangement of smokers' articles, attractive trays, three piece, for individual smokers, are glass lined and nickel-rimmed, others are enameled in green, blue and red, dainty and appropriate for small gifts. Some trays show decorations of card insignia, clubs, hearts, spades, etc. These are significant bridge tokens.

On the sixth floor of James McCreery, 34th Street and Fifth Avenue, more than half of this section is devoted to the display of lamps and shades. This division is a veritable fairy land, in its glorious coloring and brilliant lighting effect. The vast variety of exquisite lamps and shades are conspicuously and attractively shown. Parchment shades are delightful in odd shapes and fanciful coloring. One beautiful pink lamp has a canopy-shaped shade, profusely decorated with roses and little

dangling beads and edged with silver lace. Quite original material, "Frostolite," is used with striking effect for some of the shades. This material is painted black, with an inlet for the decoration; hand painted birds and flowers in brilliant coloring. Very oriental shapes make the whole wonderfully attractive. In the glass and china section on this floor, which joins the lamp division, unusual examples of American cut glass in lavender and amber colors is a most novel attraction. This floor is also devoted to a full line of housefurnishing goods. The very enticing dollar price on aluminum roasters and low priced tea kettles, percolators and other aluminum articles are strong magnets for the female shopper.

In the basement department of John Wanamaker's, 10th Street and Broadway, there is an extensive display of imported tea cups and saucers, decorated in delightful floral designs, some in pink roses and other pleasing colors, with a predominance of blue borders which add to their attractiveness. Dinner sets are profusely displayed with very noticeable borders in varied colored designs. This department is giving much space to a variety of stem ware. Punch and sherbet glasses show fine cutting, and lemonade pitchers and glass spoons with colored bowls have a conspicuous place on the tables.

Retail stores in and near Chicago are again becoming busy. The buying of spring clothes is active and this brings many customers into the stores who also visit the crockery, glass, lamps and housefurnishings departments. Retailers are taking advantage of the crowded stores, by advertising special sales in household goods as well as the clothing department. Carson, Pirie, Scott & Co. held a \$1 sale recently of colored glassware, including rainbow tinted glassware flower bowls, candy jars, comports, etc., with black glass stands. These were decidedly attractive at the low pricings. Marshall Field Co. also held a sale of colored glassware, at a range of \$2 to \$10. The popularity of colored glassware does not seem to wane.

The March sales program of Mandel Bros., Chicago, included special sales of housefurnishings. Every department of the store carrying home goods cooperated in advertising and display. Advertising featured a wide variety of items, such as tea sets and fancy lines of china and crockery, glassware, table and floor lamps, bird cage stands, hanging fern baskets and decorative lines of glass and pottery.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

It will be very welcome and gratifying news to a wide circle of friends in the trade to learn that W. E. Pomeroy, of the Horace C. Gray Co., who suffered a nervous breakdown a few months ago, and who has since been in a sanitarium, was able to return home last Wednesday. According to those who have seen him, he was apparently never in better condition. Before taking up the reins of business again however, he expects to spend a few weeks at Atlantic City with Mrs. Pomeroy and his mother, having left for the seaside resort last Saturday. He was rather reluctant to go for as he expressed it, it was difficult to resist the temptation of "digging in" his work at once.

Julius Hirsch, of the Hirsch Malgood Co., announces that they are preparing to extend their business as representatives of imported lines of glassware. They have already made one or two connections, and have engaged August Jaeger, who leaves shortly for Europe on a three months' trip in the concern's interest to negotiate for other factories.

Guy Cooke, the well known manufacturers' agent, in company with A. E. Hull, of the Hull Pottery Co., Zanesville, O., who have been making a European trip, returned home last Sunday aboard the Baltic. Mr. Cooke said that he did not see anything while abroad that impressed him as being any improvement on what we have in America. He was, however, greatly impressed with the magnitude of the Leipsig Fair, which he said was without a doubt the greatest exhibit of merchandise ever held.

John J. Hines, manufacturer and importer, who has been away for the past three months in search of new lines and attending to other business in connection with his business, is due to arrive home today on the "Homeric."

W. R. Hume, house furnishing buyer for Woodward & Lothrop, Washington, D. C., left for home on Wednesday, after spending several days in the local market placing orders.

John J. Hines, Inc., are making preparations to remove their salesrooms about May 1st, to 39-41 West 23rd street, where they will occupy the entire fourth floor of the Maddock & Miller-Herman C. Kupper Building.

Frank P. Judge, Jr., of the National China Co., and President of the United States Potters' Association, Salineville, O., arrived in New York on Tuesday for a conference with the concern's New York representative, D. King Irwin. This is the first opportunity he has had to visit here in some time, owing to the stress of business at the factory, which is operating at a hundred per cent. capacity. He stated that their plant was in excellent shape with regard to coal supply, saying that they had a sufficient quantity to take care of their requirements for some time to come.

The many friends in the trade of Ferdinand Schmidt of Brinsmaid & Co., Des Moines, Iowa, will deeply sympathize with him in the death of his wife, which occurred very suddenly last Friday, the day he arrived in New York from Europe, where he had been for several weeks on a buying trip. Through telegrams received by several members of the trade just prior to the Aquitania's reaching port, they were able to meet the steamer and conveyed the sad news to him. He left immediately by the first available train for Des Moines.

F. R. Fenton, head of the Fenton Art Glass Co., Williamstown, W. Va., made one of his infrequent visits to New York this week for the purpose of consulting with the concern's local agents, the Horace C. Gray Co.

When the Aquitania docked last Friday she had aboard Charles Baxter, china glassware and house furnishing buyer for the La Salle & Koch Co., Toledo, O.; D. L. McCarthy, buyer for the Rike Kumler Co., Dayton, O.; John Lyons, house furnishing and toy buyer for Wm. Taylor Sons Co., Cleveland; John H. Schonberg, toy buyer for Rothchild & Co., Chicago, and Mr. McGinnis, house furnishing buyer for "The Fair," Chicago. They expressed themselves as somewhat disappointed with the present market conditions in Europe, but all were quite enthusiastic about the Leipsig fair.

## Buyers in New York

A. D. Hutzler, china and glassware, Hutzler Bros. Co., Baltimore, Md., 352 4th Avenue.

J. B. Hartford, toys, Gilchrist Co., Boston, Mass., 200 5th Avenue, Room 602.

W. H. Bader, toys, Hens & Kelly Co., Buffalo, N. Y., 1164 Broadway, Fellows Buying Corp.

T. F. Morrison, house furnishings, Parks-Bell Co., Concord, N. H., 120 West 32nd street (A. Fantl.)

J. R. Irwin, china and glassware, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.

H. S. Moorehouse, mdse. manager, Halle Bros., Cleveland, O., care F. Atkins, 220 5th Avenue.

C. T. Bettinger, house furnishings, Noyes Thomas & Co., Charleston, W. Va., Pennsylvania.

Mrs. H. L. Boughton, china and glassware, H. L. Boughton Stores, Catskill, N. Y., Cumberland.

J. B. Zehnder, lamps, china and glassware, Cappel Furniture Co., Dayton, Ohio, 212 5th Avenue.

R. Tannenbaum, household goods, The R. Tannenbaum Co., Jackson, Mich., Pennsylvania.

E. E. W. Cruickshank, house furnishings, Strawbridge & Clothier, Philadelphia, Pa., 230 5th Avenue.

W. J. Woodrum, house furnishings, Woodrum Home Outfitting Co., Charleston, W. Va., Pennsylvania.

P. H. Davis, toys, The Cohen Co., Richmond, Va., 1150 Broadway.

APRIL 6, 1922.

J. R. Irwin, china, glassware and lamps, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.

M. C. Sanders, china and glassware, Meyers Arnold & Co., Greenville, S. C., Martinique.

APRIL 7, 1922.

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 Fourth Avenue.

P. Weill, house furnishings, lamps and china, A. Blankenmeister, china, B. Nugent & Bro. D. G. Co., St. Louis, Mo., 1372 Broadway, Affiliated Retail Stores.

APRIL 8th, 1922.

D. P. Carey, mdse. manager, Green, Joyce Co., Columbus, Ohio, 256 Church Street, Room 51.

C. F. Kumler, asst. manager, Rike Kumler Co., Dayton, Ohio, 225 Fifth Ave.

APRIL 10, 1922.

H. Weil, representing H. Weil & Bro., Goldsboro, N. C., 44 East 23rd Street.

APRIL 11, 1922.

R. E. Anderson, house furnishings, Daniels & Fisher Stores, Denver, Colo., 35 West 39th Street.

M. M. Anderson, house furnishings, Anderson Bros., Richmond, Va., Breslin.

G. Gensler, toys, A. Jassman, china and house furnishings, Meier & Frank, Portland, Ore., 212 Fifth Avenue.

M. A. Schwartz, toys, glassware and china, The Golden Rule, St. Paul, Minn., 3 West 29th Street, care D. B. Radin.

R. W. Webb, mdse. manager, Montgomery Ward & Co., Chicago, Ill., 309 Sixth Avenue.

Mr. McKeon, china and glassware, Gilchrist Co., Boston, Mass., 200 Fifth Avenue.

H. Kennets, lamps, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

APRIL 12, 1922

C. J. Robinson, china, glassware and fancy china, S. M. Averill, lamps, Jordan, Marsh Co., Boston, Mass., 432 Fourth Ave.

L. Goldsmith, house furnishings, toys, Scranton D. G. Co., Scranton, Pa., Martinique.

Mr. Leary, toys, Forbes & Wallace, Springfield, Mass., 240 Madison Ave.

A. S. Thomas, toys, Noyes & Thomas, Charleston, W. Va., Pennsylvania.

R. E. Anderson, house furnishings, Daniels & Fisher Stores, Denver, Colo., 35 West 39th Street.

A. Martin, cut glass, Smith-Patterson Co., Boston, Mass., Claridge.

### Swartz-Doremus Wedding

A beautiful but quiet wedding, owing to the comparatively recent death of the bride's father, took place last Saturday evening when W. J. H. Swartz, secretary and general manager of Geo. F. Bassett & Co., was married to Miss Eleanor Osborne Doremus, daughter of the late Frederick H. Doremus, former head of the Bassett firm. The wedding was held at the home of the bride, 3 Beekman Place, Summit, N. J., at eight o'clock in the evening, and was attended by only relatives and a few close friends of the bride and groom. The bride is a niece of Alfred H. Holbrook, president of Geo. F. Bassett & Co. After a honeymoon of two weeks Mr. and Mrs. Swartz will make their home at Summit.

### Justin Tharaud, Inc., Located Uptown

Monday of this week witnessed the removal of another well known firm from the old downtown district when Justin Tharaud, Inc., moved from the old Crocker Exchange Building at 25 West Broadway to their new some new salesroom on the second floor at 24 West 23rd Street. With the assistance of a corps of helpers Mr. Tharaud expects to have all the samples of his various lines in place and everything about the place in apple pie order within a few days.

### The New Tariff Schedule

After a good deal of protracted debate the general tariff revision bill was reported to the Senate from the Committee on Finance Wednesday. In this proposed measure, which it is estimated will raise something like \$350,000,000, the Foreign Valuation basis was adopted. The new bill is unmistakably a protective tariff measure generally increasing the rates of the Underwood law enacted in 1913 and the Payne-Aldrich act of 1909, upon which it is very largely based. Broadly, the specific duties are higher than the bill as it passed the House by *ad valorem* rates are lower. This is due to the fact that the Senate Committee on Finance rejected the provision of the House bill for assessing duties on the American Valuation Plan and substituted a plan of assessment of foreign values. The bill, however, faces a long and bitter fight and authority is given the President to change rates within prescribed limits to meet conditions. The schedule relating to the crockery and glassware trade follows:

	Senate Bill.	House Bill.	Underwood Law.
China clay (ton).....	\$2.50	\$2.50	\$1.25
Glass sand (ton).....	4.50	4.00	Free
Earthenware:			
Common yellow and			
brown (%).....	25	20	10
Decorated yellow and			
brown (%).....	40	29	20
Rockingham ware (%)..	40	20	30
China, Porcelain, etc.:			
Plain (%).....	60	35	50
Ornamented (%).....	70	40	50
Table glassware (%)..	65	40	40

### Chain Housefurnishing Store Opens

The L. R. Steel Co. is rapidly expanding and has opened a store at Brantford, Canada, which will be entirely devoted to the retailing of household necessities and merchandise ranging in price from 5 cents to \$100.

The Phoenix Import Co., New York, has been incorporated to conduct a lamp shade business with a capital of \$15,000 and incorporators N. Finkelstein and L. N. Larson.





*"More than an office building"*

## THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue  
at Madison Square

New York

## *The Place to do a Season's Buying*

THE close association of leading manufacturers of crockery and glassware in The Fifth Avenue Building offers many advantages to the out-of-town buyer. Here the spacious salesrooms of these manufacturers form a permanent and extensive exhibit of goods of all grades, domestic and imported. The convenience of finding such a wide selection within one building is appreciated by the thousands of buyers who visit The Fifth Avenue Building every season.

## Removal Announcement

On or before May 1st we will be located in our spacious new sales-room occupying the entire 4th floor at

**39-41 West 23rd Street**

DECORATED GLASSWARE  
IMPORTED and DOMESTIC

:: LAMP SHADES ::

IMPORTED and DOMESTIC

NOVELTIES ::

**John J. Hines, Inc.**

Present Address

**139 Fifth Avenue**

**New York**

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

THE Ontario Pottery Co. is erecting a four-kiln generalware plant at Bowmanville, Ontario, the division of glost and bisque kilns being equally divided. The company has been formed by T. W. Black, and it is expected that the manufacturing of ware will start within the next 90 days. Contracts for machinery and kiln iron have been awarded the Patterson Foundry & Machine Co., East Liverpool. The plant is said to be the only one in Canada confined exclusively to the manufacturing of dinnerware. Bowmanville is located 42 miles east of Toronto, on the Canadian Pacific and Grand Trunk railroads. The shop is close to all large markets, yet it is possible for its products to have a general distribution throughout all Canada.

Better ware and at the same time anticipating an increased output, several East Liverpool pottery manufacturers have installed new and modern equipment in their clay shops. The recently designed turning lathe of the Bucher, Smith Co. has been placed in the clay department of the Knowles, Taylor & Knowles Co.; two in the plant of the Mayer China Co., at Beaver Falls, Pa., and one in the clay shop of the Buffalo Pottery Co.

William L. Smith, Sr., of the Taylor, Smith & Taylor Co.; John J. Purinton, of the East Liverpool Potteries Co.; Patrick McNicol, of the Standard Pottery Co., and H. N. Harker, of the Harker Pottery Co., who have been spending a season in Florida, have returned to their desks. The latter two made a tour of Cuba while in the South.

Following idleness of a week due to the inability to obtain raw materials, the Cartwright Bros.' pottery resumed operations in full this week. Bisque kilnmen went back to their benches last Saturday.

William C. Lynch, following an extended business trip in the interest of the sales department of the Taylor, Smith & Taylor Co., has returned home. "I found a general improvement in business conditions all along the route," Mr. Lynch commented.

Asserting that the company had been mismanaged, and that dissension exists among the stockholders, an application has been made before Judge Carl E. Smith in the Jefferson County courts at Steubenville for a receiver for the Ward China Company, which plant is located at Toronto, 20 miles south on the Ohio River from East Liverpool. Thomas Price, for years associated with the management of the old American Pottery Co. at Toronto, has been named appraiser for the property for the pro-

tection of the creditors and the Steubenville Building & Loan Co. The company was formed by East Liverpool pottery workers last year.

Garden pottery is to be manufactured by the Cincinnati-Norwood Pottery Co., recently formed at Cincinnati with a capital stock of \$35,000.

The coal strike has not yet been felt by generalware pottery manufacturers in this district. The reserve stocks are ample for all immediate requirements. There has been no marked decline in orders from dealers who do business in mining communities, although a condition such as this might cause has been discounted.

The Sprigg Co., operating a large department store at Weston, W. Va., will open a china and glass department. Mrs. M. B. Sprigg has been in the market placing specifications for initial stocks.

George T. Bratt, salesman for the Edwin M. Knowles China Co., has returned to the home offices following an eight weeks' trip through the western and southern section. This plant is operating about on normal output, and with considerable advance business on file.

Joseph Wells, head of the American Potteries Co. and a son of W. E. Wells, of the Homer Laughlin China Co., at Pinehurst, N. C., last week worked up to the finals in the National Amateur Golf match, but was eliminated at the last. Throughout the early stages of the tournament his play received the highest commendation.

It was disclosed this week that a number of the larger pottery plants in this district have orders on file for next fall delivery of the better grades of open stock dinnerware. On some ordinary lines, the majority of the potteries have been booking business for delivery within the next 60 days, and this is considered spot delivery.

The Hall China Co. has reported an increased demand this spring for its line of both plain and decorated teapots. Mail orders with this office are pronounced good, while F. I. Simmers, who is now on the road, is pleased with general business conditions.

The T. A. McNicol Pottery Co. is making considerable use of river transportation in getting merchandise to its southern trade. The next boat for New Orleans will depart from Cincinnati very shortly and over 200 tons of dinnerware have already been packed locally for that cargo. The McNicol plant will have 1,000 cartons out on this boat for one of its southern connections.



# Pointers and Market Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest in Beautiful, Useful and Appealing Wares, Selected from the Most Representative Makers in the Crockery, Glassware, Lamp and Allied Marts of Trade

## B. Tomby, Inc., Offer Varied Lines

As importers of many of the oldest and largest manufacturers in Europe, B. Tomby, Inc., 9 East 47th Street, are displaying very extensive lines on their sales floors, the first two of which are devoted exclusively to the retail division of their business. Among medium priced wares the buyer will find fancy sets of "Rhinehold Schlegelmilch" chinaware attractive. One pattern which is moving well is a combination of decal and hand work showing natural floral designs, such as fuchsia, daisy, rose and carnation on a green tinted ground. Another offering is a charming pink and white lilac, dogwood and carnation patterns on a gray tinted ground with a delicate leaf border in gold to bring out the soft colorings. The patterns are in stock for immediate delivery and comprise jelly dishes, trays, cake and berry sets, sugars, creams, etc. Another striking design is in green lustre, the natural hydrangea bloom used as a motif, the stems of which are traced in paste gold; the ribbon edge chocolate set of 14 pieces is novel and beautiful. A third member of the fancy line is in light tan, with white center, light fancy gold border and panelled with fine black lines. This set won the first prize at the Panama Exposition and includes chocolate sets, salad sets, bouillon cups, etc.

In the higher priced items which are in demand by gift and art shops and the jewelry trade, are floral designs in medallion effects, panelled medallion designs in royal blue with black lines and the quaint "Indian Tree" decoration in old antique effect. From Laurenz Hutschenreuther and Paul Mueller are shown floral designs in the "Racine" shape. A display of "Karlsruhe-Majolika" for gift and art shops and interior decorators, includes vases, figures, groups, fruit baskets and table centers. "Koenigszelt" ware in double lustre tints and special assortments of cups and saucers, sugars, creams, salads, berry sets, spoon trays, etc., in medium priced china. In dinnerware, the offerings of Royal Berlin china in the popular "blue onion" and "grape leaf" and "single rose" designs are particularly good sellers in dinner sets, tea sets and coffee sets, while the Royal Berlin line of birds, figures, vases, are adapted for center decoration and lamp mounting.

## Morimura Lamps and Shades

One of the very interesting features of the Morimura Bros. salesrooms, 53-57 West 23rd St., is their large lamp department, where is shown perhaps one of the most extensive and complete lines of lamps and shades on the market. It embraces an array of styles in bases, in floor, junior, table and bridge lamps, in bronze, polychrome and mahogany finishes, as well as porcelain and pottery standards of various kinds. The line of silk shades for which they have established an enviable reputation introduces so many refreshing ideas that it would be quite impossible to describe them in detail. It is a most impressive display from start to finish, not only from a point of variety and diversity, but from a standpoint of good values, as well. The line is of the firm's own manufacture, their factory being located in the building, hence they are able to maintain prices that are right and quality consistent with the Morimura standard. The extensive scale on which their lamp department is conducted at the present time is more or less a development of recent years and its rapid growth easily places it in the rank of the most important in the business. The lamp, as illustrated on this page, is only one of a great variety of styles. The base is exceedingly artistic in design, with a beautiful polychrome finish. The shade is very rich, in a brocaded silk with braid trimming and heavy eight-inch fringe.



Lamp and Shade from Morimura Bros.

## Representative American Dinnerware

Open stock patterns of fine American dinnerware are always in good demand and the many artistic designs executed in a variety of charming colorings are outstanding features of The Knowles, Taylor & Knowles line, displayed by its representative, E. W. Hammond, 10 West 23rd Street. The entire showing embodies the distinctive characteristics which are associated with an attractive American product of high quality. While new shapes and decorations are being added, the old favorites continue to hold the attention of buyers. An instance of this is attested by the popularity of the "Niana," the decoration consisting of large pink roses and floral sprays. Another good selling number is the

(Continued on page 27)

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

IF any doubt remains as to whether or not the general outlook in the glass industry is growing brighter all that is necessary to dispel that doubt is to recall the increased production in glass factories, since the first of the year. A few months ago when business prospects were clouded, reports were not colored, neither are they today. Retail stocks of glass in the hands of distributors are reported low, as there has been no inclination to accumulate a surplus. As retail buying has started on the upward trend, distributors of course have had to come into the market and this is the situation today.

W. A. Reaper, sales manager for the Co-operative Flint Glass Co., Beaver Falls, Pa., is now spending a season between New York and Boston. Last week he was showing this line in Young's Hotel, Boston, and factory reports received from him show that the new "Adoria" line in crystal and golden yellow stain is having a very popular demand. The line was first shown the trade at the January Exposition in the Fort Pitt Hotel.

Production at the plant of the Capstan Glass Co. in Connellsville, Pa., is to be increased at once by the starting of an additional furnace. This plant was formerly the home of the Ripley Glass Co., of which the late D. C. Ripley was the head.

Although the demand for table glassware is not as active as manufacturers expect later in the season, some improvement has been noted within the last fortnight. This increased demand for both pressed and blown ware has caused the United States Glass Co. to operate on a basis of about 65 per cent of capacity, all plants being considered as unit base.

It will not be long, it is reported, before the new plant of the Davies Glass Co., at Martins Ferry, O., will be placed in operation. Construction has been progressing for some months, and the last of the equipment is now being installed. A general line of ware will be featured by this concern.

Electric and gas shades will be featured in the plant of the Monarch Glass factory, which will be placed in operation in Wheeling within a few days. The plant will be under the management of A. J. Rowing, and a general line of punch ware will be manufactured. The line is the only one of character to be advanced in the Wheeling district this year.

Glass manufacturers in this territory who have been

shipping Butler Bros., look upon the action of this firm in increasing its warehouse space in Milwaukee as one which will cause greater demand for glassware from the distributing point.

Names and addresses of manufacturers of glass paper weights are being sought by H. M. Hargrave, president of the San Jacinto Life Insurance Co., at Beaumont, Texas.

A full schedule is now being maintained at the Atlantic Bottle Co.'s plant at Brackenridge, Pa. It was this firm which a few months ago took over the former site of the old Tarentum Glass Co., and plans to extend its plant over this acreage.

Reorganization of the Moderan Glass Co., Toledo, O., now seems assured. Five directors of the corporation have agreed to turn over their stock to a committee representing the preferred stockholders' protective committee according to the attorneys representing this committee.

The Monongah Glass Co. is operating plant to about 90 per cent of capacity. The etching department is working full time, and the cutting shop is working near capacity.

While some branches of the glass industry may appear a little "off" the bottle branch seems unusually active. The Owens Bottle Co., at Clarksburg, W. Va., is now operating to capacity, its full battery of 12 machines now producing. Over 100,000 gross bottles were shipped from this plant during March.

An increased inquiry for flower baskets has been noted by all manufacturers featuring this line. Department store buyers have been interested in this specialty, while the gift shops have been interested in the decorated offering.

Glass factories hereabouts have not felt the coal strike so far as a fuel supply is concerned. In some districts where mines are idle, a decline in orders has been observed, but this was to be expected.

## Glass Makers to Meet in July

The annual wage conference between the American Flint Glass Workers' Union and the American Association of Pressed and Blown Glassware Manufacturers will convene in Atlantic City July 24. The annual meeting of the manufacturers will be held the day prior to this conference.



## Monthly Summary of Imports

The imports of earthen, stone and china ware for the month of February, 1922, compared with the same month in the preceding year, were as follows:

	1921	1922
China, not decorated .....	\$ 23,286	\$ 48,949
China, decorated .....	437,923	366,571
From France .....	80,084	47,193
From Germany .....	87,344	94,635
From United Kingdom .....	65,933	55,727
From Japan .....	184,684	127,932
From other countries .....	19,878	41,084
Earthenware, not decorated .....	57,146	12,277
Earthenware, decorated .....	369,604	302,863
All other .....	38,277	26,241

Total ..... \$1,364,159 \$1,123,472  
For Eight Months Ending February 1921 1922

China, not decorated .....	\$ 302,640	\$ 503,999
China, decorated .....	4,705,671	4,553,955
From France .....	487,708	552,930
From Germany .....	751,430	1,323,345
From United Kingdom .....	439,277	408,529
From Japan .....	2,674,781	1,910,775
From other countries .....	352,475	358,376
Earthenware, not decorated .....	303,529	199,006
Earthenware, decorated .....	2,989,891	2,496,695
All other .....	466,568	260,746

Total ..... \$13,473,970 \$12,568,356

## Dolls and Toys

	1921	1922
Dolls and parts of dolls .....	\$ 47,282	\$ 46,245
All other toys .....	335,739	299,541

Total ..... \$383,021 \$345,784  
For Eight Months Ending February 1921 1922

Dolls and parts .....	\$1,750,717	\$1,044,928
All other toys .....	5,943,813	3,722,870

Total ..... \$7,694,530 \$4,767,798

## Glassware

For Eight Months Ending February

1921	1922	1921	1922
\$90,784	\$113,836	\$1,123,748	\$1,048,165

## China Clay

For Eight Months Ending February

1921	1922	1921	1922
\$75,843	\$161,591	\$2,434,955	\$1,193,306

## Hydrate of Potash

Containing not more than 15 per cent of caustic soda

For Eight Months Ending February

1922	1921	1922
\$49,056	\$243,988	\$385,374

## Articles of Metal Enameled or Glazed With Vitreous Glasses

For Eight Months Ending February

1921	1922	1921	1922
\$23,825	\$36,528	\$281,837	\$225,180

## Pointers and Market Tips for Buyers

(Continued from page 25)

"America," in the very popular border pattern, the floral rays on delicate tinted ground being brought out rough separation by black lines, which gives contrast the natural colors and produces an appealing panelled effect. With the introduction of their new "Victory" tape, this progressive East Liverpool pottery has scored decided hit in the trade through the creation of this

notable addition to their wares. The white and coin gold band may be cited as one particularly good number for which there is always a steady demand. Another pattern conspicuous for its soft colorings is the rose spray with natural foliage, with fine gold lines on the flanges of plates, rims of cups and covers. The Persian border pattern, and the Blue Bird decoration, the latter in a charming double border decoration, and a lace border with floral panels are all meeting with favor in the trade.

## Obituary

WILLIAM T. OTTO

Capt. William T. Otto, aged 72 years, a veteran member of the city council of Wheeling, W. Va., died suddenly and in the arms of his son, F. William Otto, as the two were entering the yard of their home at 5:15 o'clock Thursday afternoon, April 6. He had just turned from waving a welcome to his grandniece, when he suddenly reeled and collapsed in the arms of his son, the two having returned together from the office of a physician.

Capt. Otto, at the age of 11 years, started to work at Sweeney's glass works in Wheeling and continued actively in the glass manufacture until ten years ago when he retired as superintendent of the North Wheeling glass works.

In 1878 he was one of the organizers of the North Wheeling Glass Company, and was one of the first superintendents of the company, remaining with it until he retired from an active business life. He is the father of Richard D. Otto, of the Wheeling Decorating Co.

## Moving Uptown

On or before May 1st

## The Crockery and Glass Journal

will be located in new and much larger quarters at

45 East 17th Street

(Union Square North)

Suite 1714-15

Demarest Publications

Inc.

Publishers

# In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners that Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

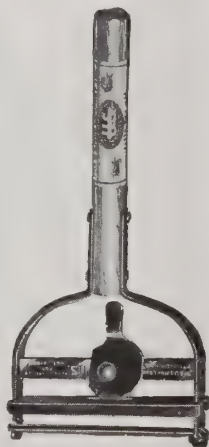
By BEATRICE MILLER WISNER

## Why Washing Machines

THE "Why and Wherefore" for the unusual demand for washing machines in the Spring season, is best answered by activities in household renovation and the necessity of speeding-up the progress of this timely cleaning period. Curtains, bedding, blankets and every household article must be ready and waiting for the old-time spring dress-up habit which was established by our great grandmothers and still makes riot in this generation. In passing note of the display of washing machines in department stores, there is a pleasurable experience in examining these exhibited machines in the various stores. Demonstrators make it possible for the weary shopper to be informed of these work saving devices and no one can come away without feeling a desire to possess one of these time and labor savers, which have become one of the most indispensable of household utilities. In the smaller towns, these machines hold a conspicuous place in hardware and housefurnishing store windows, and are a drawing card which has established perhaps as much publicity as the demonstrations in the large city department stores. The washing machine is an open sesame to the servant problem and has solved the difficulties of laundry day, in time saving and avoiding fatigue over the old fashioned washtub. Sell more washing machines and ironers and save the State and humanity.

## Original Dependable Mop Holder

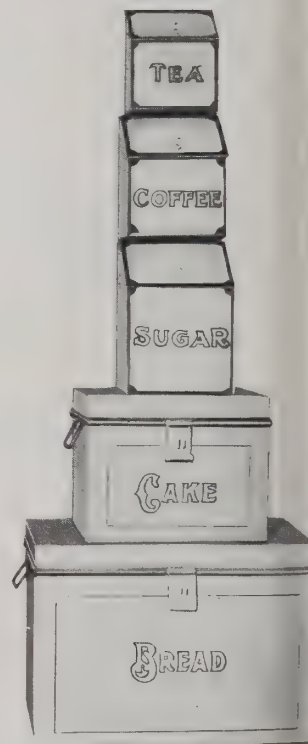
With the mad rush for time saving devices, every able manufacturer has put his wits to the test to produce a dependable article which will expedite labor. In the splendid mop handle illustrated, manufactured by the U. S. Mop Co., Toledo, Ohio, there is embodied every essential which goes to make a sturdy, practical time-saving product. This mop handle is supplying the long felt want for a mop handle with a large opening, that will overcome the difficulties of the old time mop stick. It differs from the old type handle, in that, instead of pushing the mop head through the holder, as in the ordinary way, the mop holder is opened by a hinged rod to accommodate the mop, the rod is engaged at slot inside bar and then tightened securely by a parabolic shaped cam lever. When mop head is to be replaced, it is not necessary to cut the head as in the



old way, but simply throw cam lever around releasing the tension on mop head, then gently press against the floor to open rod from slot and the old mop head will fall out, leaving holder ready to receive a new mop head. These mop holders are made in two sizes, for household and janitor use. This mop holder is one of the latest improvements in the household field of utilities, bringing to the consumer a simple, neat and reliable product. The above concern also manufactures the San-a-Wax excellent quality mops, not oil soaked, cotton floor brushes, hand dusters, dust clothes, yacht mops, etc., and the famous San-a-Wax Polish.

## Bin Shaped Boxes a Novelty

It is an everlasting joy to housewives to be able to procure a kitchen utility box that is useful, attractive and compact. Charles A. Postley & Son, 2 West 23rd Street, showing a complete line of originally constructed boxes of the bin shape. These boxes have a hinged slanting lid, are heavily japanned tin in white and Harding Blue in various sizes, attractively banded with gold and lettered in bold gold letters with the names of ingredients to be accommodated; i. e., Tea, Beans, Prunes, Sugar, Rice, Bait, Farina, Peas, etc. The Bin Shape is an improvement over the round style, as it affords facility in handling and takes less room on closet shelves. Extra large sizes come for flour and cake. These unusual boxes are extremely suitable for the kitchen and pantry and their neat and attractive appearance make a strong appeal to the conscientious mistress of the culinary department who prides herself on the decorum of her kitchen workshop. The above concern is also showing a novel and sturdily constructed clothes-rack which closes horizontally, this is an excellent feature. A full line of wooden boxes, steps and clothes-racks in various sizes are also shown and the Postley lines measure up to the slogan—Postley, Products, Produce, Profits.







## Aluminum Drink Shakers

*The kind that sell and satisfy*

### Shakers

N. 641  
Capacity 20 ozs.

No. 647  
Capacity 40 ozs.



No. 647

### Mixers

No. 642 20 ozs.

No. 643 28 oz.

No. 644 32 oz.

*Write Dept. D. for Samples and Prices*

**THE E. A. FARGO CO.**

*Manufacturers of Aluminum Goods*  
**TAUNTON, MASS.**



## Re-orders Prove Its Profit Strength

ONCE a dealer gets the Slipon Carton on his counter, the dimes drop in so fast that he soon wants another — and another. It's one of the liveliest little sellers in the trade.

## Slipon Handle Protectors

are easily attached to any coffee pot, teapot or percolator and effectually prevent handles from damage by scorching. Put up in self-selling cartons each containing three dozen individual boxes.

Endorsed by  
*Good Housekeeping and Tribune Institutes*

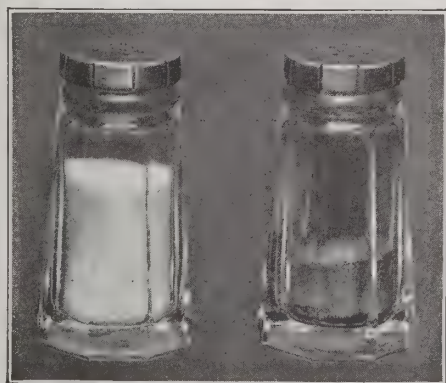
ORDER FROM  
YOUR JOBBER

**Young Specialty Company**

2224 VLIET ST.  
MILWAUKEE, WIS.



## IT NEVER RAINS BUT UPRESSIT SHAKERS POUR



A SNAP OF THE CAP  
AND  
THE HOLES ARE CLEARED

Press center to open—Press sides to clear

*Plain and Cut Glass—Individual and Family Sizes*  
WRITE FOR SAMPLES, PRICES AND COPY OF  
OUR MONTHLY MAGAZINE, "UPRESSIT GOSSIP"

**UPRESSIT PRODUCTS CORPORATION**  
15-21 Wilbur Ave. Long Island City, N. Y.



## 1922 Line of Soda Fountain Glassware

"NONIK" ware is designed to resist breakage. Scientific and practical tests by national users prove that "NONIK" patented shape with the protected edge is 38% stronger than ordinary glasses.



*"A Style and Size for Every Service."*

Pat. Aug. 18, 1914

WRITE FOR JOBBERS' CATALOG AND DISCOUNTS  
**THE NONIK GLASSWARE CORPORATION**

Main Sales Office  
Mohawk Building Fifth Ave. and 21st St. New York City

## BOSTON NEWS NOTES

SENATOR LODGE, in a speech at Boston recently, said that New England had been steadily declining in the past few years, which many took to be a blow at Boston's industries instead of a boost for the suggested change in freight differentials. The Boston Chamber of Commerce in their April 10 issue says that the public's conception of the size of a city has a lot to do with getting new business and breaking down sales resistance. James P. Heaton, manager of the Bureau of Investigation, says that Metropolitan Boston outside the city itself has a greater population than any other corresponding area save that of New York. Massachusetts has more cities of over a hundred thousand and also more than 25,000 than any other state in the Union. Collaborating with William F. Peters, Secretary of the Retail Board on "Boston as a Shopping Centre," he says, that in Boston alone there are ten thousand retail establishments and in Metropolitan Boston the number easily doubles.

The Chamber, working with the State Chamber of Commerce, are endeavoring to educate industries to the natural resources of New England, and in a number of ways are showing that New England isn't dead or slowly dying, even if she is "conservative."

Foundations are being laid for a new seven-story store to be occupied by the Decatur & Hopkins Co. at the corner of Berkley and Chandler streets. A New York, New Haven & Hartford siding is on the company's land and a platform for loading is just outside the basement. The firm has occupied their present store at the corner of Pearl and High streets since 1899, and have maintained a storehouse at South Boston, but all departments will be contained in the new structure. Plans call for all the improvements, internal telephone system, gravity conveyor and every facility of a daylight building.

James F. Leary of the Houghton, Dutton Co., took over additional duties this week when he became Merchandise Manager for the big department store, and

has been receiving the congratulations of his many friends in the trade. Mr. Leary, who is in his early fifties, is extremely modest, but from his friends it was learned that he made his debut in the crockery business as owner of a Racket Store at Holyoke, Mass. He later became identified with the D. M. Reed Co., Bridgeport, Conn.; then the O'Gorman Company, Providence, and for a period of nearly ten years was buyer for the "Outlet" in Providence. His promotion causes a number of changes in the organization, among which are in the House Furnishings and Lamp departments, which will be presided over by Albert Porcelain. The China and Glass department will be in charge of Miss Katherine Barry, under the supervision of Mr. Leary.

Another landmark in Boston, giving way to the march of progress is particularly well remembered by members of the crockery and glass trade as "Joe May's," at the corner of Congress and High streets. It was a place "your grandfather remembered," and was located just a few steps below the street level. Cool and quiet in summer with a wonderful reputation for viands, the purveyed refreshments at just the proper degree of cool before Mr. Volstead was elected to Congress. "Joe's place" was known from coast to coast and you could usually find more of the trade there than you could in the Chamber of Commerce. High ground rent has demanded that a modern office building be erected on the site, and work of demolition is going on night and day.

Robert C. Fenton of the Fenton Art Glass Co., and James J. Brainerd of the Westmoreland Specialty Co. were in Boston for two days during the week visiting H. P. and H. F. Hunt.

Colonel Henry L. Kincaide, of Henry L. Kincaide Co., the largest department store in Quincy, has announced his candidacy for membership in the Massachusetts Senate from the Norfolk-Plymouth district to succeed Elwin T. Wright, who is said to be seeking the nomination to the executive council from the first district. Colonel Kincaide's intention is said to have been made at the solicitation of many of the leading business men of Quincy and other towns of the senatorial district.

S. S. Kresge Co. has opened a new 25 cent to \$1 store at Lawrence, Mass. The Kresge chain now consists of about 200 5 and 10 cent stores and approximately 20 stores operating 25 cent to \$1 stores. W. H. Wakemans is manager, assisted by H. A. Arnold, and some 40 clerks. The departments will include crockery, glassware, kitchen and housewares, toilet and art goods.

### H. R. WHEELER

*Manufacturers' Representative*

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*Cut Lead Blown Stemware, Encrustations, etc.*

**Acme Art Fruit and Novelties**

*Wax Fruit.*

**Lancaster Glass Company**

*Pressed Tableware and Tumblers.*

**New Quarters—New Lines—New Prices**



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE Chicago Toy Fair completed its first week last Saturday. The attendance was not up to expectations but the rainy weather is thought to be the cause. Hotel reservations for this week, however, are big and a good turnout of buyers is expected. The weather, too, is better, which should encourage the buyers to make the trip to Chicago. Many floors of the Morrison Hotel are devoted to exhibiting toys, and there is an occasional display of china and glassware for the many toy buyers who also buy the crockery and glass wares. Before the end of the next two weeks, it is expected that the Toy Fair will be as active as any previous toy exhibit in Chicago, and this annual event has never failed to bring plenty of buyers.

A meeting of the Glass, Pottery, Lamps and House-furnishings Association of Chicago will be held at the Morrison Hotel on Thursday.

The N. O. Cederborg Co., makers of the famous Hispano-Moresque Lustre Ware vases, bowls, lamp bases, lampstands and candlesticks, have moved their general offices and main studios from Glen Ellyn, Ill., to the Chapman Block, Aurora, Ill. Their new location will give them enlarged facilities and permit an increase in the production of their popular lustreware.

The Chicago office and display rooms of the Taiyo Trading Co. has added new lines of domestic dinnerware and fancy pieces, German china in fancy pieces and a line of "new cut" light cuttings of tumblers. S. Wakimoto, salesman from the Chicago office is making his spring trip among the larger towns in this territory. Edward Davis, visiting the smaller towns, left Chicago recently with a new flivver and sample outfit and will cover Indiana.

The Orlando Potteries of Orlando, Fla., maintained an exhibit of their wares in the Palmer House last week.

Mort Schwartz, buyer for The Golden Rule Store, St. Paul, Minn., was in Chicago looking for new lines last week.

Ed. Hanson, crockery and glass buyer from Peoria, Ill., was among the visiting buyers in Chicago last week.

Gilbert Pitcairn of W. S. Pitcairn Co., New York, came to Chicago last week on business.

I. E. Mincks, Sec'y of the Albright China Co., and in charge of the Chicago office of that company in the Palmer House, left Chicago a week ago for an auto-

mobile trip to his home in Carrollton, Ohio. He will return to Chicago in a few days.

F. L. Tignor is in charge of the new Chicago display of the Zane Pottery Co., at the Palmer House. This line of Art Pottery is well worth the inspection of all buyers in this section. The line is ready for the buyers in room 62.

Among the crockery and furniture buyers in Chicago last week for the toy fair were L. W. Hax, St. Joe, Mo., K. F. Saam of Dubuque, Iowa, W. F. Saam of Lansing, Iowa, N. Nelson of Lohrville, Iowa, and F. E. Coulter of Frankfort, Ind.

This year's dinnerware line of the Crooksville China Co., is the most extensive and attractive in the history of this pottery, which has long been recognized as a leader in domestic dinnerware manufacturing. The complete line is on exhibit in the Palmer House with Mr. Boring in charge.

The Gifts and Novelties Association of Chicago will hold another business meeting within a week. They are pushing ahead on the plans for a Chicago Gift merchandise Exhibit at the Palmer House in August.

Tom Reid, manufacturer's representative with display room in the Palmer House, has made arrangements to display and sell the "Scout Runner" made by Doud Sons & Co. This is a new child's vehicle which promises to become very popular, because of its simplicity and medium price.

F. I. Cimmers, Pres. of the Hall China Co., East Liverpool, O., came to Chicago on business last week. Norman Walker of Meekin & Ridgeway, New York, was in the city recently.

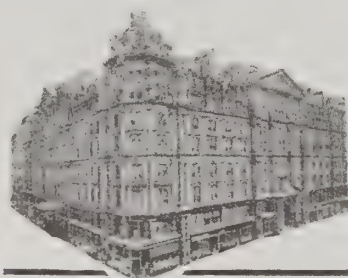
Luke & Son, Galesburg, Ill., has opened a new department store carrying a line of crockery and glassware in connection with a variety of other merchandise.

The International Lamp Corp., 738 West Monroe St., was incorporated last week under the State laws of Illinois for \$250,000. The firm will operate a large lamp and shade manufacturing establishment, and also manufacture furniture novelties and picture frames. Those interested in the company are: Nathan Manilow, David Stone, M. Rosenberg, Lewis Manilow, Oscar L. Paris, and Charles Mitchell.

# CHICAGO

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BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

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And See These Lines

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Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

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Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
COOKING UTENSILS  
Vitrified Porcelain, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
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Dinnerware, Hotel China and Specialties. Established 1876 at East  
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Ware and Tea Pots, plain and  
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Aluminum for special sales and high  
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"Scout-Runner" with the live center.  
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*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
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*Representing*  
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*Pottery of Distinction*

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**DUNDEE, ILLINOIS**  
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**TAIYO TRADING CO., Inc.**

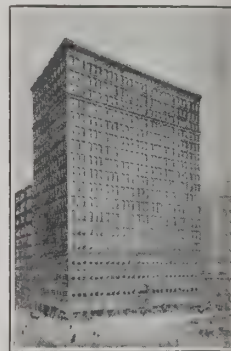
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Importers of Japanese Chinaware, Lamps  
Art Goods and Novelties  
New York Display Room: 101 Fifth Ave.

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**High Grade China**  
CHICAGO ILLINOIS

**HEYWORTH BUILDING**

Madison and Wabash



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TO  
BUY  
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**FOSTORIA GLASS CO.**

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Flint Glassware, Harry G. Dalzell  
Pressed and Blown Phone  
Etchings, Cuttings Central 3497.  
and Iridescent.





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CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

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1535-37 S. State Street

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Aluminum for special sales  
Copper and nickel plated ware

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LUSTRES & METALLIC GLAZES

Vases, Bowls, Lamps, Comports, Candlesticks

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Corner Wabash Avenue  
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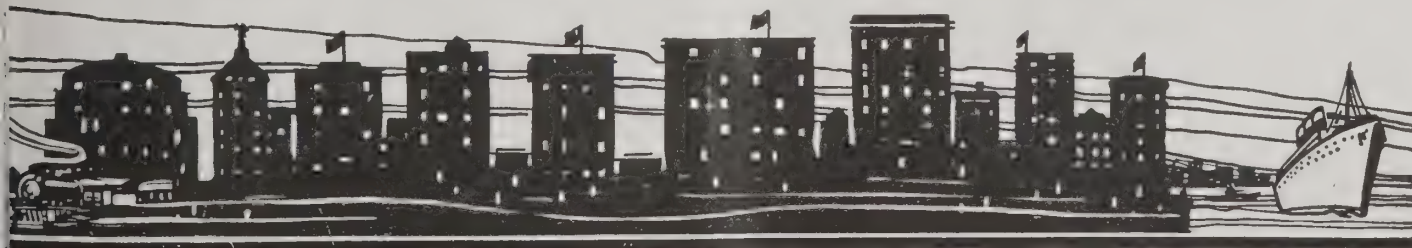
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**SALESMAN**—One of the largest Chinaware Manufacturers in the United States has opening for experienced Salesman in the following states: Montana, Minnesota, Wisconsin, Illinois, outside of Chicago, Iowa, Kansas, Nebraska. Prefer man who can handle both Regular and Premium trade. Commission Basis. Permanent position for right party. State age and references. Box 162 care CROCKERY AND GLASS JOURNAL.

**WANTED.** A good live man to take charge of china and glass and house furnishing department by store within three hours of New York. In answering state experience, married or single and salary expected. All answers strictly confidential. Box 168, care CROCKERY AND GLASS JOURNAL, 92 West Broadway, New York City.

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**TO MANUFACTURER** of high grade lamp shades (Silk and Parchment) with showroom in New York City and Chicago, who has an established trade and facilities to properly display a line of the highest grade Boudoir and Table Lamps, we can offer a very attractive proposition. We manufacture a line of Lustre China Vases artistically mounted on solid bronze castings, gold or silver plated, which, although of the highest quality, sell at low prices and the right party can obtain a large volume of business. The quality of our line requires a high grade representation and unless you can qualify please do not answer this advertisement. Address replies to The N. O. Cederborg Co., Chapman Block, Aurora, Ill.

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A MARK OF  
DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERS, ETC.

in beautiful colored glazes and  
FAMOUS MOSS AZTEC FINISH

**THE ZANE POTTERY CO.**  
South Zanesville, Ohio

## Business Briefs

The Dallas Pottery Co., Dallas, Texas, has completed a plant for the manufacture of artware.

The Bristol Toy Corp. has been incorporated in Nashville, Tenn., with a capital of \$25,000. Incorporators are A. H. Peltier, S. D. Barr and M. T. Repass.

Grant Art Lamp & Novelty Corp., capital \$25,000, is a recent Brooklyn, N. Y., incorporation.

## Statement of Ownership

Statement for April 1, 1922, of the ownership, management, etc., of the CROCKERY AND GLASS JOURNAL, published weekly at New York, N. Y., as required by the Act of August 24, 1912.

County of New York,  
State of New York,

ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared F. Calvin Demarest, who, having been duly sworn according to law, deposes and says that he is the business manager of the CROCKERY AND GLASS JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publishers, editor, managing editor and business manager are:

Publisher, Demarest Publications, Inc.; editor, Stillman Taylor; managing editor, F. Calvin Demarest; business manager, F. Calvin Demarest, 92 West Broadway, N. Y. City.

2. Owners, Demarest Publications, Inc.; F. Calvin Demarest, 92 West Broadway, N. Y. City; J. Cleveland Demarest, 543 Madison avenue, N. Y. City; Clarence Kimball, 115 Broadway, N. Y. City.

3. Known bondholders, mortgagees, and other security holders, holding one per cent or more of total amount of bonds, mortgages, or other securities, none.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stock holder or security holder appears upon the books of the company as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

F. CALVIN DEMAREST.  
Sworn to and subscribed before me this 1st day of April, 1922.

R. KRUMHOLZ, Notary Public, New York County.  
(My commission expires March 30, 1924.)

Sole Owner of the Patent

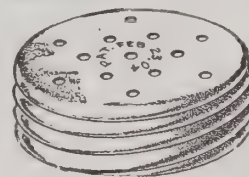
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The Representative Paper of the Industry

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CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

Published Every Thursday

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215 West 6th St.  
East Liverpool

VOL. 94

APRIL 20, 1922

No. 16

## AS THE EDITOR SEES IT

### MAKE IT SNAPPY

THERE is a good deal of truth expressed in this glib little phrase. It may lack dignity and fall far short of the refinement exacted by the fastidious but clearly and frankly expresses the restless spirit of to-day. There is a good deal of truth in it because it reflects human nature and anything which does that is worth considering by all who sell things. While a very large number of merchants are in tune with the present and are making goods move surprisingly well in an acknowledged slack period, it is equally apparent that a large number are not. And one of the reasons why the latter group are not doing as well as they should and could, is because they are not putting enough pep in their stores. A store may be bright or it may be dull and while the dull store may carry the better and more complete stocks, the bright store will assuredly turn over its merchandise faster than the other. There is nothing at all unusual about this, for making it snappy is simply making business bright and attractive and injecting a little variety in merchandising. Variety has been defined as the spice of life and so it is and while it may of course be badly done and overdone, the fact still remains that no store using old-fashioned methods can increase its sales very much and compete successfully with other stores which are up to date.

MOST of us avoid the dull and monotonous man and woman who says and does the same things over and over again. We prefer to seek the company of people who have more ideas and the faculty to express them in varied ways. A store possesses character as do people and if it is dull and monotonous a good many will pass its door and enter another store where goods are not only sold but well displayed. The most profitable store is always the store which makes use of variety to attract cus-

tomers. As not many people are attracted to the society of a drab personality but prefer the vivacious, so do the majority of people prefer to trade in a bright store. Keep things moving, change the stock about and pep up your advertisements. There is no incentive for customers to buy when they read the same store message over and over again. You can not bring them into the store by telling them you have the best or oldest store in town, are selling \$5 water sets for \$3.89 or \$60 dinner sets for \$39.98. A good thing will bear repeating but even the best things cannot be repeated in the same way without losing 90 per cent of their interest.

THE public is no more interested in reading the same ad story over and over again than it is in reading the news over again. And this is not only true about the wording of your advertisements but applies with equal truth and force to the items used in your ads. With a good many items in your store there is no reason why your publicity cannot be bright and snappy. This is likewise true of window displays, window background and department displays. Making it snappy does not imply cheap talk or tawdry displays but in doing business in the brisk manner of the present. All successful stores, even the exclusive ones, are doing it. If you are not, by all means begin and note how quickly your customers will notice the change. They will appreciate variety, they like to trade at a progressive store and of a merchant who does things differently. And as the human equation is precisely the same in city and country, every store regardless of its size or location can accomplish this. The merchant will not only boost his sales but will take more pleasure in doing business and become more alert to take advantage of buying opportunities which were overlooked before.

# How to Turn "Bad Debts" Into Cash

**Haphazard Collection Methods Are Useless. A Carefully Planned System Is Essential, so Send Out Your Bills at Regular Intervals. Always Have a Bill Ready When Requested, and if Your Statements Fail, Look Over the Examples of Collection Letters in This Article.**

EVERY merchant has on his books accounts that ought never to have been put there. They represent credit extended to people to whom he ought to have said "No" at the outset. And every merchant has accounts that are hard to collect in spite of the fact that the debtors are financially sound. You seldom meet a merchant who claims that his book accounts are 100 per cent. collectible, says Frank Farrington in the *Western Druggist*.

The suggestion and collection letters offered therewith may be helpful in reducing the amount of profit you are carrying in the form of unpaid bills.

In the first place, you ought not to extend unlimited credit, either in time or amount, to anybody. You ought to know your customers well enough; you ought to get enough information about them when they ask for credit, so you can tell how much time it is wise to give them, and for how large an amount they may be safely trusted.

You need to know how much of a family a man has, how his family lives, approximately what is his income, what are his habits. Then you can determine whether to restrict his indebtedness to you to \$25 or let it run to \$250. It will pay you to keep an alphabetically arranged list of your customers and prospective customers, with the credit limit of each given so that you or a clerk can see at a glance how far it is safe to trust that individual, thus heading off unwise credit extension. Such a reference list will enable the clerks to act wisely when the boss is absent.

You ought to use some kind of an account register or other system that will make it possible for you to give a customer his bill on demand without delay. You probably know of instances where a customer has asked for his bill and it was not ready, and he was put off with some excuse, and he never came back. When a man shows indications of wanting to pay, be sure you are ready for him, even if he is bluffing. Sometimes a man who had the money to pay with on Saturday night does not have it on Monday morning.

Every one on your books (with very few exceptions) should receive from you a bill or a statement on the first of the month, even though the account is not yet thirty days old. See that you follow this plan regularly and people will expect it. Anyone whose feelings are hurt by getting a bill is likely to be looking for an excuse for not paying promptly. If you send out monthly statements, no one has occasion to come in, after having thought for months they were square with you, and kick because you didn't let them know they owed you. Next to having to pay when you don't want to is finding that you owe when you thought you did not. And then, people, whose responsibility is questionable are discouraged

from trying to get in further if they receive a prompt statement from you on the first of the month.

There is no reason why you need be apologetic about dunning people who owe you. The money is yours by right and it is their business to pay you. The apologies should be on the other side. The fellows who get peevish when dunned are good ones to watch. They are at least lacking in business sense.

Some men seem to pay little attention to the bill you send them by mail. It is so easy to avoid payment of such a bill that they just wait to be given a personal invitation. When you learn which those fellows are, just make a practice of collecting from them in person without bothering about mailing them statements.

There are a good many men who pay up the bills that are presented most insistently at salary time or pay day. See that you are among those present at the time such debtors draw their pay. Dun them at the right psychological and financial moment.

Occasionally a customer who pays no attention to mailed bills may be tricked into coming in by putting somebody in the bill that does not belong there, or by making the statement show too large a balance due. Any plan that brings the customer in to see about the account gives you a chance to ask for a settlement. The big thing is to get the debtor to come in and do something about the account.

The following suggested forms for collection letters are for use when the usual statements and bill have failed to bring results:

No. 1.

Dear Sir:—You have received several statements of your account during the last few months. Have you overlooked the matter or have you, perhaps, thought we were not serious in our desire for a settlement?

The management of our business calls for a considerable amount of ready money at this time, and we feel that we are justified in asking for a settlement of your account, which has already run for a long time.

If you are not able to pay the bill now, may we ask you to see us about it and we will arrange for payment in such a way as shall be satisfactory to you.

We want to accommodate you, but it is necessary for us to know what we can depend upon in the way of payments and we are compelled to ask for an immediate response.

Yours very truly,

No. 2

Dear Sir:—You appreciate, we are sure, having credit extended to you. We were glad to favor you in that way.



We think it is no more than fair that we ask you now to return the favor by taking care of the account, which has already run longer than we expected it would.

Please see us about your bill this week, and let us know how much of it you can pay now and when you can take care of the balance.

Yours very truly,

No. 3

Dear Sir:—Have we been otherwise than patient and courteous about the account you have now owed us for seven months? We think we have treated you fairly.

Will you be as fair with us as we have been with you, and at least come in and see us about the matter so we may talk it over and help you to arrange such terms of payment as will inconvenience you least?

Of course you know that your credit standing in the community, with other merchants as well as with us, depends upon your promptness in meeting obligations by payment, or at least agreeing upon a time for settlement.

Yours very truly,

No. 4

Dear Sir:—You perhaps do not realize that it is unpleasant for us to have to keep reminding you of your account. We do so only because we meet with no response on your part.

We really must ask for a settlement of the account in full or in part.

It will be worth while for you to see us about the matter in order that we may agree upon terms of settlement. You do not want us to take legal action to force collection, and we do not want to collect in that way if it is possible to avoid it.

You will find us most ready to adjust the terms of payment to fit your finances if you will come and see us about the matter. We do not want to cause you trouble or needless inconvenience.

Yours very truly,

No. 5

Dear Sir:—After you have allowed us to send you four statements and four letters about your account without making any response, can you blame us for feeling that you are not treating us quite fairly in the matter?

You owe us \$56.78.

You can scarcely expect us to allow the situation to remain as it is indefinitely with no sign on your part of an inclination to make a settlement.

Unless we hear from you about this bill between now and the first of the month, we shall feel justified in placing the account in our attorney's hands for collection.

It will be much pleasanter for both of us if you will see us before we have to take legal action.

Yours very truly,

## Have Special Sales Reached Their Limit?

Increased Activity in Staging "Specials" has Resulted in Bad Effects is Opinion of Many Merchants—Outstanding Features of Situation Which Neglects Regular Priced Merchandise Discussed by Prominent Store Executives

THE sales evil has come to be regarded by most merchants as the most serious problem of any that confronts them at the present time. So much is this the case that the retailers of one large city have determined to eliminate the word "sales" from all their announcements and to prevent exaggerated statements wherever possible. The general theory regarding sales is that they represent merely a passing phase of the business situation, influenced by the abnormal conditions which now exist. Other angles of the question, however, lead some retail observers to believe that, even though there may be return to normal in the near future, more sales will be seen than in the past.

The most potent factor in creating so many sales, said one retail executive, is undoubtedly the need for all the business that can be obtained. No store likes to see its trade decline and, in pressing for the necessary volume, sales offer the greatest incentive as well as the greatest temptation.

Another factor is to be found in price fluctuations and the unsettlement in wholesale markets. No merchant feels desirous of stocking up on goods of uncertain value in the future. If he must buy from hand-to-mouth, and at the same time maintain a volume which will not compare unfavorably with other months or years, it is necessary for him to plan quick turnovers. In spite of the talk of preserving quality standards, the merchant also recognizes that piecemeal buying is not conducive toward purchasing just what he and his customers want. He has to take mainly what he can get, when it comes to last-minute buying and buying in quantities sufficient to keep up sales totals.

I do not think, however, that the influence of chain store merchandising upon the methods pursued by independent merchants has been properly realized. The chain stores have grown tremendously, and in the smaller retail centres have replaced the mail order houses as chief competitors. Now, the chain stores gain a good deal of

their strength in the lower prices they can offer through purchases of merchandise in bulk. It would, therefore, be unnatural if the independent merchants did not try to work out the same economies by using a similar method.

The influence of the china store will not dissolve with the passing of the present business circumstances, and the recovery of trade to more normal conditions. It seems logical to suppose that many merchants will continue to imitate the chain store methods and rely more on sales in the future than they have in the past.

From other sources, it is understood that the financial advantages attendant upon the sales method of merchandising have commended themselves to many stores.

So much has been said on the subject of turnover that many merchants have become obsessed with the idea, and it will take a lot of strong arguments to get back to more stable policies. It has been shown that some stores are operating upon the capital of manufacturers and wholesalers to a larger extent even than upon their own. In other words, they have sold a large part of their merchandise to the public before they, in turn, are called upon to make payment for their purchases.

Constant sales are necessary in using this system, because the slower movement of the more regular priced merchandise does not allow so quick a turnover. The disadvantages connected with the method are, of course, obvious, because sale goods are not choice or selected and quality is sacrificed to the price consideration. There is no doubt that the public appetite has been satiated for the typical sale merchandise and that merchants may expect a more searching demand for the better grades as soon as conditions commence to mend.

However, many business men are of the opinion that the present flood of retail sales will not be so easily stemmed, and the ease of financing is given as an important reason. Looking beyond this detail, consideration must also be given to our over-developed manufacturing system, which is prone to over-estimate the extent of the demand and create surpluses. The state of the export market has become a factor, too, inasmuch as a stoppage or dullness in this trade closes an outlet which makes necessary the disposal of additional goods in the domestic market.

We have reached a stage, in short, where the manufacturing, as well as the distributive, machinery is not quite properly tuned to take care of their work, and throughout this period we cannot expect the sales evil to abate over night no matter how many harmful results are caused.

### Department and Chain Stores

Department and chain stores have undisputed advantages. They can buy in larger quantities at lower prices, but this difference is often not so great an advantage as many specialty store men believe, especially as many lines of merchandise are sold on a more or less one-price policy. A few chain and department stores control factories, and while this results in economy by

cutting out manufacturing selling costs, it is questionable if these factories can produce cheaper than independent plants. Even granting that the department and chain stores can buy closer to the market, and that they buy a great variety of goods, it is also true that the overhead is greater in the chain stores and very much more so in department stores. Both buy cheaper but when the greater expense of doing business is figured it will be found that much of this advantage in merchandise cost has been cut down. Department stores in particular must spend a good deal to keep stocks moving. This costs one big department store in New York pretty close to half a million dollars a year and one of the large department stores in the middle West spends about two hundred thousand to keep stocks moving. These are big sums but advertising expense to sales only figures about 2 per cent. in the two instances cited. None of these things are very big advantages in favor of the bigger stores. What are the advantages then? Just this: that the big and varied stocks and close buying are not the basic reason why the bigger stores make more money in proportion to capital invested than smaller stores. The important advantage lies in the scientific manner in which the bigger stores are managed.

### Plan to Hold Merchandise Fair

Jesse Isidor Straus, president of R. H. Macy & Co. Inc., and president of the National Retail Dry Goods Association, has announced that Colonel Michael Friedman, president of B. Altman & Company, has accepted the chairmanship of the General Executive Committee for the National Merchandise Fair, to be held under the auspices of the National Association in August next.

"In planning the National Merchandise Fair, which will be held in August of this year, the National Retail Dry Goods Association expects to make it as large and as comprehensive as possible. As many lines of merchandise as ordinarily are bought by the retail trade in mid summer will be exhibited. The object will be to assemble related lines for the convenience of buyers. Many merchants feel that their buyers should see more lines than they do. The Merchandise Fair will provide the opportunity with the expenditure of the minimum of time and expense.

"It is the plan of the Association to have special committees of buyers and merchandise men to assist in selection of the various lines and the manufacturers that properly should be represented in the Fair. It must be remembered, however, in this connection that there is no building anywhere in the United States large enough to hold a National Merchandise Fair if all lines and manufacturers were admitted. Subsequent fairs probably will be arranged so that a number of large buildings can be used, dividing merchandise showings by classes. In the present Fair, however, there will necessarily be a limit and every effort will be made to make the showings as representative and as helpful to retail buyers as possible.



"It is not the intention of the Association to copy any of the foreign fairs. The Merchandise Fair is the natural outcome of changed commercial conditions in this country, conditions which led the members of the National Retail Dry Goods Association in its annual convention in February to pledge themselves to use every available means to reduce the cost of distribution. The Fair promises a means of reducing selling costs to manufacturers and wholesalers and buying costs to retailers and should therefore prove a double-edged implement of economy.

"Another important feature of the National Merchandise Fair will be the highly valuable educational influence of the event. It is the plan of the Association to hold a series of meetings during the time of the Fair in which business problems having to do with merchandise and merchandise methods will be discussed by the best informed men in the business world. These meetings will be arranged for the convenience of the buyers. They will be held for an hour or two a day at a time which will not prevent buyers spending their time in the inspection of merchandise lines.

"If, in the United States, we can provide facilities ample for display of merchandise on the national scale, and if we enable manufacturers and merchants to effect appreciable economies of time, effort and money in seasonal buying, our Merchandise Fair will have achieved all of the essentials embraced in the great fairs of Leipzig, Prague, and, in its former magnitude, Nijni Novgorod. The British Industries Fair, held simultaneously in London and Birmingham from February 27th to March 10th, represented Great Britain's realization of the universal need. Our American enterprise promises direct, large and practical results, not merely because national conditions now call for it, but because it will embody the effort at cooperation of an exceptionally numerous, well organized and homogeneous people, already largely experienced in utilizing the short cuts of trade."

Manufacturers are already making inquiries regarding many aspects of the Fair and are preparing to secure best locations for their exhibits.

The Leipzig Fair is by no means the only great fair of Europe, although it has attained to the widest reputation. The exhibition area this spring covered 557 acres—87 of a square mile. American buyers in attendance numbered 500; British, 1,000, and Dutch, 1,500. Evidently, the world went to Leipzig. The more prominent manufacturers of textiles booked orders to capacity for year to come. Many orders went so far beyond capacity of Leipzig exhibitors that they had to be placed with exhibitors at the large fair at Prague, where the 2,100 exhibitors included 257 manufacturers of textiles and 139 makers of clothing. The famous fair at Nijni Novgorod, formerly the most important as well as picturesque trade center of Russia, where Occident and Orient met to buy and sell, has long been under the paralysis afflicting that vast country. But it had its origin in a natural need of trade and will fulfill in Russia, when Russia's chaos clears, functions similar to those which have so largely devolved on the Leipzig Fair in Germany.

## Glassware Trade of Czechoslovakia

No later figures than those for 1920 are at present available concerning the foreign movement of glass and glassware into and from Czechoslovakia. Expressed in kilos of 2.2046 pounds, imports and exports for the year named amounted to:

Countries	Imports from— Kilos.	Exports to— Kilos.
Belgium .....	800	694,200
France .....	2,600	13,046,900
Italy .....	49,100	25,424,212
Jugoslavia .....	300	5,683,100
Hungary .....	3,800	8,865,700
Germany .....	1,631,923	10,121,050
Netherlands .....	3,600	2,610,818
Poland .....	10,900	4,240,100
Austria .....	388,748	38,607,680
Rumania .....	.....	3,577,600
Switzerland .....	6,931	5,766,129
Great Britain .....	14,143	10,643,300
United States .....	300	1,986,300
Other .....	16,800	8,810,032
Total .....	2,129,945	140,077,121

These shipments were divided: imports—semi-manufactures, 563,100 kilos, manufactured products, 1,566,845 kilos; exports—semi-manufactures, 170,056 kilos, manufactured products, 139,907,065 kilos.

## The Bohemian Glass Exhibit

The first exposition of Bohemian glass since the war was held under the auspices of the Chamber of Commerce of Hrádec Králové (Konniggratz), Bohemia, from January 15 to January 29, 1922, says Consul C. S. Winans, Prague, in Commerce Reports. The opening ceremony was conducted by Mr. Ladislav Novák, Minister of Commerce for Czechoslovakia.

The main object in organizing the exposition was to bring before the public in concrete form the definite results obtained by the Czech glass makers during the years succeeding the war. There were 70 exhibitors representing the different branches of the glass industry in Bohemia. The principal towns represented were Jablonce (Gablonz), Turnov (Turnau), Držkov, Usti (Aussig), Bor u České Lipy (Haida), Smržovka (Morchestern), Miletin, and Sazava, all in Bohemia.

The exhibits were glass products of many kinds, the principal groups containing tableware, chemical ware, bottles, lamp shades, chandeliers, mirrors, and decorative and "luxury" glass. Gablonz ware was well represented, the displays including imitation jewelry, fancy buttons, glass novelties, and articles of glass beads.

### UNBREAKABLE GLASS A FEATURE

The most novel feature of the exposition was an exhibit of the newly invented unbreakable glass manufactured by a firm at Sazava-Buda. This exhibit contained large dishes and casseroles for cooking purposes, retorts, and vials for chemical uses. Although progress has been made with this specialty, it can not yet be said to be infallible. A vial which was dropped several times on the hardwood floor without breaking was finally shattered into fragments. It is claimed that this glass is capable of withstanding 2,000° C.

One firm exhibited blocks of raw glass illustrating the first step in the manufacture of the finished product. This raw material is drawn into long solid cylinders and made into fancy buttons and similar articles. Glass beads were

made in a similar way from long hollow tubes of various colored glass.

A new process of pressing the glass used in making pendants and similar ornaments was shown in another section. This process does away with the necessity for grinding the glass.

In order to illustrate the conditions of the home industries under which much of the glass is made, the chamber of commerce engaged the services of an expert glassworker to demonstrate the actual making of small glass objects such as fancy buttons. The only implements used were a blowpipe, a bellows worked by foot, and long-handled tongs; the time consumed by the operation being but a few minutes.

### Old Trading Post Now a Department Store

With the opening of the recently completed addition which cost \$80,000, the J. R. Heckman Co., Ketchikan, Alaska, department store has a frontage of 200 feet for window display. The building has been entirely equipped without counting expense and it is thoroughly modern and artistic in every particular. The store was founded as a trading post in 1899 by J. R. Heckman and W. A. Bryant, the initial capital being \$2,000, which has since increased to \$175,000. At the beginning, the store had but a dry goods and grocery department but it has developed until it contains not only dry goods and apparel sections but maintains a comprehensive crockery and toy department as well.

J. R. Heckman settled in Alaska in 1886 and worked as a gill netter in the fisheries, and later was associated with the Alaska Packers' Association as manager of the Loring cannery for over twenty years. W. A. Bryant, who was associated with the founder in the early days, is now manager of the department store and one of its largest stockholders. The trade of the store covers an area of over 100 miles, comprising workers in 15 canneries, logging camps, mines, etc. Paper and pulp mills are now being erected and as the copper, gold and platinum mines are being reopened, the promise of spring and summer trade is very bright.

### The Newark Museum Exhibit

On April 17 the Newark Museum Association, 6 Washington Street, Newark, N. J., opened an exhibition of decorated porcelain, earthenware, glassware, silverware, toys and other wares, all of which have been produced during the last four years by the best artists and designers in Germany, Austria and Czecho-Slovakia. As these articles are almost entirely commercial products, they illustrate very completely what twenty years of organized co-operation between manufacturer and designer and also how the seller has influenced industrial arts. This exhibition in the Public Library building is open on week days from noon to 6:30 and 7:30 to 9:30, and from 2 to 8 and 7:30 to 9 on Sundays and holidays, closing on May 31. The trade should benefit by attending this exhibit as it presents a particularly good opportunity to see what foreign factories are doing.

### Toy Fair at Marshall Field Co.

A feature of the second annual toy fair at Marshall Field & Co., wholesale, which began this week to continue to April 29, is the increase of the foreign made article. One of the representatives in charge states that the foreign toys on exhibit show a gain of 30 to 33 per cent over that of last year and 20 per cent exclusive of the dolls. Although the competition quality of the foreign made toys is great, the ingenuity of the American toy manufacturer is said to be more than holding his product up. The new prices show a decrease along many lines. The average cut is said to be between 10 and 25 per cent.

Representatives state that though the volume of exhibits may not be greater this year, the tendency toward lower prices and better grade articles is certain to bring a great volume of business.

### Canada's Glass Imports Drop

Canada's imports of glass and glassware during 1921 were little more than half their value in 1920, though slightly above the total for 1919. Exports of Canadian-made wares were approximately one-third the 1920 and two-thirds the 1919 exports. Reexports for the year recorded a gain.

The United States remained the chief supplier of the Dominion's glassware needs as a whole, though in certain important lines it was superseded by Belgium, and became in 1921 the leading purchaser of Canadian-made glass products, replacing the United Kingdom. The value of the glass trade of the Dominion for the past three (calendar) years was:

<i>Canada's Foreign Trade in Glass and Glassware</i>			
		Value	
Countries	Import	1919	1920
United States .....		\$5,059,277	\$7,725,172
United Kingdom .....		253,502	967,331
Other countries .....		336,859	2,780,050
Total imports .....		5,649,638	11,472,553
			1921
			\$3,406,572
			637,128
			1,876,956
			5,920,656

Much of the year's decrease in imports occurred in bottles, flasks, and similar articles, which declined, as compared with 1920, by \$840,869, or 51 per cent. Tableware also showed a heavy drop, and practically every other item among imports save incandescent-lamp bulbs, which increased 21 per cent.

### The French Ceramic Trade

Somewhat greater activity in the movement of ceramic products into and from France marked the closing months of 1921. In the last quarter of the year imports of pottery and glassware were at the rate of 17,803,100 kilos per month, contrasted with an average of 14,027,600 kilos for January-September; and exports were at the rate of 10,922,900 kilos, against 10,678,600 for the first three-quarters. However the recovery (most of which, as regards imports, occurred in December) was not sufficient to counteract the effects of sluggish business earlier in the year, and the totals of 179,657,900 kilos for imports and 128,876,100 kilos for ex-



ports were below the corresponding aggregates for 1920, particularly as to imports, as is seen below :

Imports and Exports of Pottery and Glassware					
Months.	1912	1913	1919	1920	1921
IMPORTS.	Kilos.	Kilos.	Kilos.	Kilos.	Kilos.
January.....	11,588,600	14,116,700	1,991,700	12,424,200	20,715,000
February.....	12,811,300	13,976,900	2,878,800	19,189,800	12,277,900
March.....	13,008,100	16,152,900	4,420,400	22,706,800	21,514,500
April.....	11,453,800	15,952,100	5,004,700	31,390,400	17,040,500
May.....	16,676,200	11,196,600	8,004,200	26,794,500	11,683,400
June.....	13,660,100	16,766,200	10,922,000	22,962,000	9,639,900
July.....	14,848,900	13,152,500	13,021,200	58,867,500	12,503,700
August.....	15,749,100	14,159,800	16,328,300	6,420,200	8,859,500
September.....	13,565,900	14,604,300	18,133,800	27,790,500	11,114,300
October.....	14,187,700	15,175,300	11,267,900	23,728,900	5,883,700
November.....	18,294,900	17,869,400	18,918,500	24,324,700	10,797,800
December.....	20,398,100	17,474,100	43,197,300	38,948,500	36,727,700
Total quantity.....	176,242,700	180,596,800	154,097,800	315,547,800	179,657,900
total value.....	83,042,000	67,897,000	180,729,000	410,000,000	206,104,000
EXPORTS.	Kilos.	Kilos.	Kilos.	Kilos.	Kilos.
January.....	12,854,300	13,121,200	3,900,200	7,030,700	11,450,700
February.....	19,155,600	21,743,900	4,468,100	9,464,500	9,431,400
March.....	22,754,500	20,778,000	4,500,200	7,332,600	7,390,900
April.....	22,532,800	22,402,500	4,665,300	8,071,400	18,708,900
May.....	22,212,900	22,642,900	5,917,900	8,288,500	8,811,000
June.....	21,753,800	22,024,500	7,985,300	13,087,700	9,642,300
July.....	19,828,400	23,504,000	7,020,600	11,791,000	11,276,300
August.....	19,794,700	21,258,000	9,402,900	18,415,800	9,545,800
September.....	21,697,400	23,275,600	6,875,500	14,401,100	9,850,000
October.....	25,036,400	26,161,600	6,697,000	14,219,100	10,066,700
November.....	25,293,500	21,660,400	7,397,100	10,891,900	10,335,800
December.....	21,620,800	23,775,900	16,379,500	21,818,700	10,866,300
Total quantity.....	254,535,100	262,348,500	85,149,600	144,813,000	128,876,100
total value.....	93,148,000	93,225,000	112,120,000	234,794,000	194,886,000

The improvement in trade during the closing quarter of 1921 was distributed fairly evenly, there being no marked change in the relative positions of the chief classes of imports and exports from those shown for the first nine months of the year.

### Crockery and Glass Journal Occupies New Uptown Home

For almost forty-eight years the CROCKERY AND GLASS JOURNAL has been published downtown and while the editorial office has moved several times, the oldest and most representative paper of the trade has never before been located above Chambers street. But as many of the older importers and dealers have within the past year or so left their old quarters to move uptown into larger and more modern offices, so has the CROCKERY AND GLASS JOURNAL under the pressing need of larger and more convenient space, been fortunate in finding an ideal and central location with every facility to take care of its rapidly growing business. The initial number of the CROCKERY AND GLASS JOURNAL was published by George Whittemore & Co., 103 Fulton St. and consisted of 8 pages, issued under the title of THE CROCKERY JOURNAL and dated Nov. 28, 1874. On June 10, 1875 the editorial office was moved to 30 Vesey St. in the immediate neighborhood of the trade but the rapid growth of the business necessitated again moving May 11, 1876, to larger quarters at 60 Church St. near Murray, where it was published for several years. As the paper continued to grow, larger quarters were again required and the publication office moved to 150 Canal St. For several months the printing department was continued at Church street but was later removed to 49 West Broadway. On April 9, 1896 the Journal was offered space in the newly erected Gerken Building, 92 West Broadway where it has occupied the same office for twenty-six years. We are now settled in our new publication offices on the seventeenth floor of the Everett Building, 45 East 17th

St., Union Square North, and extend a cordial invitation to our friends and readers to come in when in this neighborhood and look over our new outfit.

### Obituary

FRANK G. BRYCE.

It will be a source of sorrow to the trade to learn of the sudden passing of Frank G. Bryce, President of Bryce Bros. Co., Mt. Pleasant, Pa. who died at his home at Greensburg Pa., last Thursday night, April 13th. He was at the factory the day before, attending to his regular duties and apparently enjoying his usual health. On the day he died he suffered an attack of indigestion, which was not thought to be of a serious nature and his death came as a great shock to his family and friends. He was born in Pittsburgh, 64 years ago, the son of James Bryce, a pioneer glass manufacturer who was head of Bryce Walker & Co., and later of Bryce Bros. Mr. Bryce had been in the business practically all his life, having been with the United States Glass Co., in charge of their export business for a number of years up to 1910, when he left to go with the Bryce Bros. Co. He was first treasurer of the concern and then succeeded his brother Andrew as president at his death a few years ago. Mr. Bryce was of a very retiring disposition and despite his success was extremely modest and always preferred to remain in the back ground. He was active in Young Mens' Christian Association work and was much interested in activities connected with the Presbyterian church of which he was a member. He leaves besides a widow, one brother, F. A. Bryce of Elizabeth Pa., and several nephews, two of whom Gerard G. and Kirk R., are connected with Bryce Bros. Co., Marion G. Bryce, head of the United States Glass Co., is a cousin of the deceased. The funeral was held on Saturday.

### Business Briefs

Leonard R. Steele, Buffalo, N. Y., head of a new chain of department stores, will open a store at Middletown, Pa., and another at Sacramento, Cal., in a few weeks. Two new corporations, the Steele Department Stores of Pennsylvania, Inc., and a similar corporation for the Pacific Coast will be formed. The Pennsylvania company will operate stores at Lebanon, Columbia, York, Hanover, Mechanicsburg, Carlisle, Chambersburg and Waynesboro, and will be capitalized at \$6,000,000. The California company plans to open stores at Santa Monica, Glendale, San Bernardino, Riverside, Santa Cruz, Richmond and Bakersfield. These points will be utilized as distributing centers for 41 other stores to be established in California.

The Hunt Co., Tulsa, Okla., are building a new department store on Fourth and Main Sts., and Dan. Hunt, Sr., has announced that it will be completed by the middle of the summer. The building will cost about \$300,000 and fixtures about \$50,000. The corner site was purchased last year for a consideration of \$350,000.

## CAUGHT IN THE NEWS NET

**M**OST of the boats arriving from Europe for the past two weeks have had one or more china, glassware and house furnishing buyers aboard on their return from European buying expeditions. The newest arrival was Lee Schoenthal, buyer for Gimbel Bros., who was a passenger on the Olympic, which docked on Wednesday morning.

A. S. Baker, buyer for Gimbel Bros., Philadelphia, Thomas F. Stackpole, buyer for the May Co., Cleveland, O., and Louis Klayf, buyer for Bloomingdale Bros., were also numbered among the other celebrities in the trade.

Gilbert Solon, managing director of the Royal Worcester Porcelain Factory, Worcester, England, arrived in New York aboard the Olympic on Wednesday morning. He is here to consult with Maddock & Miller the American representatives of the line.

An arrival from Europe on the Homeric last Thursday, was J. Harrison, head of A. G. Richardson & Co., Ltd., Tunstall, England. This is Mr. Harrison's initial visit to America. He is here to confer with his American factory agents, Maddock & Miller, and to study conditions in this country.

George B. Jones, American manager for Johnson Bros., Hanley and Staffordshire, England, has booked passage aboard the Cedric, sailing Saturday for a visit to the factory. Accompanying him will be his assistant, George Higginson, who is making his first trip abroad, the principal mission of their visit is to confer with the factory heads regarding new designs to be brought out.

Lee Moses, buyer for Fredk. Loeser & Co., Brooklyn, has booked passage aboard the Aquitania, sailing from Europe on the 22nd.

Leo Arnstein, merchandise manager for E. Schuster & Co., Milwaukee, arrived in New York from a three months' buying trip to Europe last Thursday and remained here for several days this week placing orders with the local dealers.

After returning to Toledo, following his recent arrival from a European buying trip, Charles Baxter, buyer for La Salle & Koch, is in the local market again this week placing orders for his departments.

David C. Rosetahl, well known in the lamp trade, and who has been prominently identified with various well-

known lamp manufacturing concerns, has been engaged as general sales manager for the Campbell Lamp Co., Inc., 428 Broadway. This firm manufactures a well-known line of commercial units. They are also makers of the tipless nitrogen lamp. Mr. Rosetahl assumed his duties with the firm last week.

Joseph Levy of Lewis & Neblett, Cincinnati, O., arrived in New York to spend the balance of the week on special business for his firm as well as to do some buying.

G. R. Nakayama, with the Taiyo Trading Co., returned last Saturday after making a month's trip through the New England states in the interest of his concern. He made the entire trip by automobile, carrying his samples with him.

W. A. Reaper, with the Cooperative Flint Glass Co., was in New York this week for a stay of several days, calling on a number of his friends in the trade.

Since announcement in our April 6th issue that Paul L. Zoellner, for the past five years New York manager for Gillinder & Sons, had accepted a position as head of the residence lighting fixture department of the Western Electric Co., he has made a change in his plans and will remain with the Gillinder firm.

J. Duncan Dithridge, New York representative for the Bryce Bros. Co., attended the funeral of the late president of the concern, Frank G. Bryce which was held at Pittsburgh last Saturday.

Milton C. Hill, of the United States Glass Co., local sales staff spent last week at the concerns headquarters in Pittsburgh for the purpose of getting some first hand knowledge of glass manufacture.

Lloyd Bryan, commercial manager of the United States Glass Co., Tiffin, O., factory visited manager Ed. Craig of the New York office the latter half of last week.

George H. Service of Josiah Wedgwood Sons' New York office has returned from a trip through the Middle West and is planning to sail for Liverpool next week.

Bernard Lewis, who has been associated with L. D. Bloch & Co. for the past 15 years, is now affiliated with the sales division of M. Schlesinger, Inc., 251-253 West



34th St., manufacturers of high-grade lamps, shades, smokers' articles, furniture novelties and furniture. He will cover New England, New York and Pennsylvania as formerly.

Harold J. Strich, who formerly covered the coast territory for L. D. Bloch & Co., is now acting in the capacity of salesmanager for M. Schlesinger, Inc.

### The New Tharaud Salesroom

Buyers will find the new salesroom of Justin Tharaud, Inc., which occupies the entire second floor at 24 West 23rd Street, an extremely pleasant place to visit. Not only is it good to look at, but it has been arranged with an eye to convenience for buying. Mr. Tharaud has just vacated his quarters in the old Crockery Exchange Building, 25 West Broadway, where he had been located for a number of years, for his handsome showroom in the heart of the uptown district. His new place will rank with some of the most attractive in the business. The salesroom is particularly attractive in the way it has been laid out, being quite different from the usual arrangement seen. The front part of the room running all the way across is used as an office. Immediately back of this, is a roomy section divided off by handsome mahogany paneled fixtures. This is devoted to the display of the L'Union Ceramique line of dinnerware and fancy china. The various designs are shown to excellent advantage on plates displayed in an upright position on three sides of the section. Complete sets are shown on tables covered with beautiful white linen covers, in the center of the section. Following this is another section, laid out in the same way and covering the same amount of floor space. Here is shown the exhibit of dinnerware from Myott Son & Co. Another spacious section occupying the entire rear of the salesroom, which is fitted up with the same style fixtures, with tables covered in spotless linen, etc., is displayed the Porzellanfabrik Frau-reuth line of dinnerware and fancy china. A word should also be added regarding the splendid lighting arrangement of the room. Plain fixtures of neat design are used of the direct type which flood the place with an abundance of light that is almost equal to daylight. It is a very impressive display throughout and Mr. Tharaud is certainly to be congratulated both on the beauty of the salesroom and on the location selected, which cannot be improved upon for accessibility and convenience. Herman A. Diehl and Henry Witte are located in the same building.

### J. Donald Thompson Marries

In the First Presbyterian church, Atlantic City, Wednesday, April 19, J. Donald Thompson, sales manager for the Thompson Pottery Co., East Liverpool, Ohio, was married to Miss Marion G. Postles, of Ventnor, a suburb of Atlantic City. The ceremony was witnessed only by members of the immediate families. Following a wedding trip of about one month, Mr. and

Mrs. Thompson will be at home to their friends in their handsome new residence, just completed, on Park Boulevard, East Liverpool.

### Buyers in New York

APRIL 13, 1922

Mrs. C. A. Weed, china, H. L. Boughton Store, Catskill, N. Y., Continental.

P. Rogers, house furnishings, A. Rosenstock & Co., Petersburg, Va., care I. D. Rothschild, 44 East 23rd Street.

A. Jassman, china and house furnishings, G. Gensler, toys, Meier & Frank, Portland, Ore., 212 Fifth Ave.

S. Millspaugh, toys, household goods, Tompkins D. G. Co., Middletown, N. Y., 105 Grand Street (Jay Co.).

APRIL 14, 1922

F. S. Deutsch, house furnishings, Hecht Bros. Co., Baltimore, Md., 1150 Broadway.

P. Rogers, house furnishings, A. Rosenstock & Co., Petersburg, Va., 44 East 23rd Street, Room 508.

A. Jassman, house furnishings, china and glassware, G. Gensler, toys, Meier & Frank, Portland, Ore., 212 Fifth Ave.

Miss I. Gilbaugh, toys, Bipman, Wolfe & Co., Portland, Ore., 315 Fourth Ave.

L. H. Keely, toys and dolls, Carter D. G. Co., Louisville, Ky., 43 Leonard St., Room 412.

L. Arnstein, house furnishings and toys, Ed. Shuster Co., Milwaukee, Wis., 105 Grand St. (Jay Co.), Imperial.

APRIL 15, 1922

A. P. Shannon, toys, Bon Marche, Seattle, Wash., 225 Fifth Avenue.

A. Waldheim, house furnishings, May, Stern & Co., St. Louis, Mo., Ritz Carlton.

D. Harrison, Bullock's, Los Angeles, Calif., toys, 225 Fifth Avenue.

L. Arnstein, house furnishings, toys, china and glassware, Ed. Shuster & Co., Milwaukee, Wis., 105 Grand Street.

APRIL 17, 1922

A. A. Witz, mfrs. lamp shades, Hamilton Lamp Shade Co., Chicago, Ill., Pennsylvania.

S. Ichenhauser, glassware, queensware, Ichenhauser Co., Evansville, Ill., Pennsylvania.

L. A. Cohen, house furnishings, Cohen Bros., Uniontown, Pa., Pennsylvania.

E. Sommers, G. Sommers & Co., toys, St. Paul, Minn., Pennsylvania.

APRIL 18, 1922

E. S. Carlson, house furnishings, R. H. White Co., Boston, Mass., 432 Fourth Avenue.

C. H. Baxter, house furnishings, La Salle & Koch, Toledo, O., 225 Fifth Avenue.

M. F. Allen, house furnishings, Carlisle Co., Ashtabula, O., 44 East 23rd Street.

J. MacFarquhar, toys, S. Kann Sons & Co., Washington, D. C., 432 Fourth Avenue.

Mrs. Deluna, gift mdse. and art pottery, Bullock's, Los Angeles, Calif., 225 Fifth Avenue.

P. L. Beck, toys and glassware, Amer. Wholesale Corp., Baltimore, Md., 354 Fourth Avenue.

L. H. Hirsch, toys, Burger D. G. Co., Birmingham, Ala., 1150 Broadway (Bear & Lilienthal.)

M. Kaufman, house furnishings and toys, A. Lurie & Co., Chicago, Ill., Pennsylvania.

H. E. Henderson, toys, Henderson-Hoyt Co., Oshkosh, Wis., Pennsylvania.

APRIL 19, 1922

H. A. Miller, house furnishings, James McLean Sons Co., York, Pa., 432 4th Ave., care D. G. Union.

P. L. Beck, toys and glassware, American Wholesale Corp., Baltimore, Md., 354 4th Ave.

A. Martin, cut glass, Smith Patterson Co., Boston, Mass., Claridge.

Miss Matson, gift goods, Bullock's, Los Angeles, Calif., 225 5th Ave.

L. Martin, china and glassware, L. Martin, Portland, Me., Martinique.

M. Gordon, house furnishings, M. Gordon, Boston, Mass., McAlpin.

W. R. Gibson, toys, Watts, Ritter & Co., Huntington, W. Va., 43 Leonard St.

O. Davis, house furnishings, R. J. Libby Co., Portland, Me., Martinique Hotel.

L. Linz, house furnishings, Mansse Bros., Las Cruces, N. M., 47 West 34th St.

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

As the season advances, the demand for dinnerware seems to show the increase many salesmen and buyers predicted would result during the January buying season. Quite a few of the manufacturers in this immediate territory say that mails are heavy, but that few buyers are visiting the market. The latter are not expected to visit the district as they did earlier in the year, although as the weeks pass a handfull is generally reported. As a whole, the generalware potteries in the Eastern Ohio field are working as a unit, on a basis of from 90 to 95 per cent.

W. S. George, head of the W. S. George Pottery Co., of East Palestine, O., Kittanning and Cannonsburg, Pa., who has been spending the last two months in Europe, is expected home within a month. He visited Egypt while abroad, where a relative of the family is engaged in missionary work in that country.

After spending a month visiting the trade in the west, J. C. Davis, of the Knowles, Taylor & Knowles sales department, returned to his desk last Thursday. Mr. Davis declared that the west is rapidly getting back to normal and that the demand for dinnerware is better now than for many months.

Production at the plant of the Hopewell China Corporation at Hopewell, Va., is on a satisfactory basis, the entire shop, it is said, being working on a full normal schedule. The firm is reported to be in receipt of a heavy volume of new business, and, the firm has announced, "our production is not big enough to supply the demand for our goods."

William L. Smith, Jr., factory manager for the Taylor, Smith & Taylor plant, Chester, W. Va., and a member of East Liverpool lodge of Elks No. 258, was installed as Exalted Ruler last Thursday night. The installation was in charge of R. L. E. Chambers, manager of the western office of Rudolph Gaertner, New York. William H. Robinson, general manager of the Colonial Pottery, was installed treasurer.

S. A. Weller, head of the plant of that name at Zanesville, O., is having plans drawn for the erection of a large apartment house in that city.

L. J. Karnuth, assistant to Pete Rinkin, buyer of dinnerware and glassware for the Boston Store, Chicago, made his first visit to this district last week. Mr. Rinkin is still abroad. The latter was expected to return to his

desk within a few weeks, but has been given additional assignments by his firm, and his return to the United States is now scheduled for July 15.

For the first time since he retired as buyer of the china and glass departments of the Boston Store, Milwaukee, Wis., L. F. Gilman, now with the Wanamaker Store, Philadelphia, visited this market last week, and was given a pleasing welcome. He has been coming into the market since he was assistant to Leon Moses when the Kaufmann, Baer store opened in Pittsburgh, Pa., some years ago.

Following a hasty business trip to the local district, W. P. Briggs, buyer of china and glass for the Sibley, Lindsay & Curr store, Rochester, N. Y., has returned to his desk.

The Thompson Pottery Co. plans a new extension to its general office and sample room. The company has proposed to the City of East Liverpool the vacation of an unused public highway west of the plant on a 99-year lease for a consideration, and should the city council act favorably upon the proposal, the improvement will proceed rapidly.

According to reports received in the local district this week, the Empire China Co., Burbank, Calif., has just drawn its first glost kilns, and the decorating department is now getting under way. Within a few weeks shipping of decorated ware will start. The plant was under construction for about a year. The business and sales management of this pottery is under the charge of W. G. Jackson, formerly with the Taylor, Smith & Taylor Co.

With the one possible exception of the casting department, the W. S. George Pottery Co., East Palestine, is operating under a normal schedule. Casters are working on a basis of 65 per cent. Business with this office is pronounced good.

J. B. McDonald, sales manager for the Knowles, Taylor & Knowles Co., who has been spending a fortnight at Pinehurst, N. C., has returned to his desk.

Saggers are now being made at the new plant of the Homer Knowles Pottery, Santa Clara, Calif. Some machinery has been installed, and reports received are to the effect that the shop is perhaps a bit more than two-thirds finished. It will not be long until the first kiln of



saggers will be fired, and soon thereafter clay shops will be placed in operation.

"We're mighty well pleased with the present business situation," observed Samuel B. Larkins of the National China Co., Salineville, O., "and it looks to us as if our present active production schedule will be continued throughout the year. Inquiries for border patterns are very active from all sections."

So far as local pottery manufacturers are concerned, most offices report practically no change in the demand for dinnerware, so far as the present coal strike is concerned. Locally, reserve stocks of coal for kiln purposes are sufficient to insure steady schedules for some time to come.

Zed T. Smith, eastern salesman for the D. E. McNicol Pottery Co., has returned to the home office, following a trip through Pennsylvania and York state.

The larger pottery owners in this district are elated over the demand for high grade border treatments. Quite a lot of mail inquiries seek information as to how soon deliveries can be made, while visiting buyers ask a similar question. This would indicate that stocks in the hands of the distributors are low, and that retail demand is increasing. From all outward appearances, the general business situation, so far as the pottery industry is concerned, shows decided encouragement.

L. H. Dobbins, aged 84 years, considered the oldest dealer in "queensware" in Eastern Ohio, is ill and confined in the Salem, O., City Hospital.

Because of the inactivity at the plant of the Chelsea China Co., at New Cumberland, W. Va., E. Kenneth Koos, ceramic engineer, has been transferred to the plant of the Warwick China Co., at Wheeling.

The stoneware plant of the Acme Pottery Co., at Crooksville, O., has been placed in operation after a suspension of work for several weeks. Continued operations will depend upon the demand for the line.

There is very little chance that the deal to erect a seven-kiln generalware pottery at Columbiana, 28 miles north of East Liverpool, will ever be revived. This was the announcement this week by Attorney H. W. Hammond of Columbiana, who spent some months in starting the deal last fall. "We did our part, and when the other side failed to come across it was time for us to quit," said Mr. Hammond.

### The British Pottery Situation

Better business was apparent in the British pottery industry during the month of February as compared with the preceding month. The industry was, however, less active than a year ago at this time. There was an increase in output in February over January and unemployment

has further diminished. Estimates place the percentage of workers unemployed in the industry during February at 16, compared with 18 to 20 per cent during January.

The outstanding feature in the pottery trade is the fact that export demand continues to exceed home requirements. This is a reversal of the position during and prior to the year 1914, when the proportion of output was two-thirds for home trade and one-third for export business. The chief markets for British pottery are Australia, United States, Canada, British East Indies and Argentina. The home market is described by manufacturers as weak, with purchases being made only in articles serving very useful domestic purposes. Firms making the more expensive wares for the domestic market are practically at a standstill.

The second and final reduction of wages provided for under the agreement entered into between workers and employers during November, 1921, took place in February. This amounted to a 10 per cent reduction in pay, and makes a total reduction of 20 per cent. Wages are now stabilized by the agreement until March, 1923. Conditions are improving in the pottery industry. Several of the factories which have been running short time are now in full operation, and there has been a slight reduction in the number of unemployed. Overseas demand continues good; while the home trade, which has been decidedly flat for a long time, has begun to show improvement. The improvement in the industry which attracts the most attention, is the exports for the month compared with other years, compiled by the Government were:

Exports for February	1913	1920	1921	1920
Porcelain, chinaware, parian...	1,537	1,090	1,152	1,409
Jet, Rockingham, Samian, other glazed earthenware (except terra-cotta)*.....	111,741	46,754	67,353	57,947
Stoneware, unglazed red pottery, brown and yellow ware, terra-cotta†.....	132,944	123,536	128,236	153,683
*Including terra-cotta prior to 1922.				
†Not including terra-cotta prior to 1922.				

### U. S. Foreign Pottery Trade

February pottery values were smaller than a year ago for both imports into and exports from the United States. Glass and glassware showed larger imports but much diminished exports when compared with February, 1921, and also with the corresponding figures for 1920. The values for February of the past three years were:

Classification.	Month of February—		
	1920	1921	1922
<i>Imports.</i>			
Earthen, stone, and china ware...	\$578,678	\$926,236	\$756,901
Glass and glassware.....	410,999	692,550	865,726
<i>Exports.</i>			
Earthen, stone, and china ware..	515,413	856,003	521,454
Glass and glassware.....	2,097,328	2,337,143	577,189

Exports of porcelain from Kobe, Japan, during January had a value, Consul Lester L. Schnare reports, of \$135,000 and glassware \$132,000, contrasted with totals of \$138,000 and \$87,000 for the opening month of 1921.

The United States is credited with a total of 21,239 hundred weight which is an increase of 6,767 hundred weight above the figures for February of last year.

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COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

THE general situation in the glass trade can be classed as one "holding its own." At times new business can be classed as spotty, but on the whole manufacturers are in receipt of an increased volume of new business, when compared with the records of the first two months of the year. In the majority of instances, all glass factories featuring a general line are working on rather active schedules, while the majority of the container manufacturers are operating their plants on full time. Should the present condition in the glass industry continue, all shops will before long be on a schedule of normal production.

Improvements costing upwards of \$50,000 are being planned by the Central Glass Works at Wheeling, W. Va. Buildings are to be raised and other betterments made about the plant. Production at the Central is about on a normal basis, the demand for both blown and stemware and also the Chippendale line of tableware being pronounced good.

Announcement has been received here that the Woodbury glass factory at Winchester, Ind., owned by the Thatcher Manufacturing Co., has been leased to Turner Bros., of Terre Haute, Ind.

The settlement of differences in the building trades in different parts of the country during the last week has been reflected in the demand for lighting glassware and fixtures. For some months there has been much activity experienced in the demand for lighting glassware. A few weeks ago many retail dealers began to anticipate requirements, and with increased building being reported and the spring moving season at hand, manufacturers are expecting a lot of new orders for their general lines.

The new Monarch Glass Co., which will operate at Wellsburg, W. Va., is expected to be in full operation within the next few months. A new furnace is now being built. The company will feature, it is said, a general line of ware.

Thomas Stackpole, buyer for the May Store, Cleveland, O., who has been in Europe for several months, has sailed for home, according to advices local glass sales managers have received.

One of the largest shipments of glassware to leave this district in years for the south by the water route went forward late last week for transfer at Cincinnati to a

New Orleans boat. At Wheeling, Padon City, Moundsville and New Martinsville additional shipments of glassware were picked up for the southern trade.

Following a temporary idleness in the paste mould and off-hand departments of the Star Glass Co., at Star City, W. Va., these shops are expected to resume during the coming week.

At a special meeting of the board of directors of the Central Glass Works at Wheeling, W. Va., a resolution was presented authorizing the increasing of the capital stock of the corporation from \$500,000 to \$1,100,000.

Department store buyers just at this time seem quite interested in anticipating requirements for the summer glassware line, such as lemonade and water sets, ice tea sets and associated items. May deliveries are being specified on some orders, although there are some buyers who have asked for immediate shipment. From present indications these lines will have a good sale this season.

Victor G. Wicke, president and general manager of the Imperial Glass Works at Bellaire, O., will sail soon for Europe, where he will make a close observation of business conditions abroad, with especial reference to the glass industry. He has already made application for his passports. He will return in sufficient time to take part in the annual meeting of the Glass Association at Atlantic City in July.

A new tank is being built at the plant of the Rodefer Glass Co., in South Bellaire, O. The production of this shop is about on a normal schedule, it is reported.

Supply houses here have been advised that the Three Rivers Glass Co., with general offices at 520 Bedell Building, San Antonio, Texas, is now in the market for a complete automatic glass blowing equipment. The company was only recently formed, with James Kepp, President, and Charles R. Tips, Secretary and Treasurer. The plant will be under the management of H. S. Warrick.

At a meeting of the board of directors of the Hazel-Atlas Glass Co., held in Wheeling, W. Va., a quarterly dividend of two per cent, payable April 20, was declared. During the meeting of the board it was announced that while several plants of the corporation are inactive, earnings for the quarter just ending have been quite satisfactory.



# Pointers and Market Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest in Beautiful, Useful and Appealing Wares, Selected from the Most Representative Makers in the Crockery, Glassware, Lamp and Allied Marts of Trade

## Josiah Wedgwood & Sons Offerings

**W**HEN Josiah Wedgwood, the most distinguished of English manufacturers of pottery, leased the Brick House works in Burslem, almost his first step was the presentation of a service of his improved cream-colored earthenware to Queen Charlotte. This was in the year 1762 and the new ware was so greatly appreciated that he was appointed potter to the queen, and afterward to the king. He gave the name of "Queens ware" to his productions of this class, and at the sales-room of Kennard L. Wedgwood, 255 Fifth Avenue, American representative of Josiah Wedgwood & Sons, Ltd., of England, there is a very large display of this world-famous ware in many charming shapes. One very appealing display in the embossed "grape vine" decoration consists of a short line, including cake sets, octagon salad bowls, plates, vases and candlesticks. To those who prefer the same fine ware with the contrast of color, the same decoration in lavender may be cited as particularly attractive. As there are many different items in these lines, almost any short set may be made up to suit the individual preference of the buyer. Another beautiful line in "Queen's ware" is offered in the charming "Edme" shape, in open stock, including custard sets, coffee cups, compartment trays, etc. This shape is also obtainable with a quaint basket of fruit decoration in softly blended colors, hand painted under the glaze. Other items in this famous ware include pierced ware and twig ware, in fancy baskets, nut bowls and comports. In china, a very large display of many distinctively Wedgwood designs are shown, many in open stock and others on import order only. One of the colorful patterns is the blue and orange "Boston" decoration, another is the yellow and black dotted "Directoire" pattern with basket of fruit as a center decoration. The "Purple Buwick" in full sets with grape leaf border and in quaint shapes, the "Rhodes" pattern, consisting of conventional floral border in strong colors of red, blue and green are obtainable in open stock. The famous "Jasper" stoneware which Josiah Wedgwood perfected after years of patient labor, is shown also. The designs were inspired from the Greek painted vases taken from the ancient graves in Campania and from the buried Roman city of Pompeii. The designs in relief, consist of figures and conventional plant forms, and include many varieties of shapes and colors, in pale blue and white, lilac and white, black and orange and the striking dead black "Basalte," in vases, bowls, candlesticks, busts and fancy decorative figures. Other items in the Wedgwood lines include "China lustre" vases in butterfly designs, colorful oriental patterns, etc., in vases, bowls and candlesticks,

and a large display of odd rail plates and other decorative pieces, which the buyer and lover of fine wares will find a great deal of pleasure in viewing.

## Mogi, Momonoi Show Many Novelties

Buyers of art and gift goods can profitably spend a liberal portion of their time in getting acquainted with the offerings of Oriental goods to be found in the sales-rooms of Mogi, Momonoi & Co., 105 E. 16th St. Among the new arrivals is a large and varied assortment of "Akaebi" and "Shida" flower and fruit baskets, the former being fashioned from fern stems, while the latter are cleverly made from bamboo. These charming and appropriate summer wares come in several sizes, fancy weaves and in natural color bordered with black and in solid colors of mahogany red, in round, oval and diamond shapes, with graceful handles. Another item very desirable at this season is the "Imari" line of fruit and sandwich baskets, consisting of a porcelain plate in reproduction of old Chinese designs, artistically mounted in a frame of bamboo, forming a charming handled basket at once beautiful and useful. Buyers who appreciate the decorative possibilities of artificial flowers will find the display of these colorful sprays most interesting. This progressive firm controls the output of three Japanese factories, maintains a school for workers and manufacture their own dyes. Consequently, the showing of cherry blossoms, sweet peas, poppies, tulips, cyclamen, clematis, hydrangea, etc., are remarkable reproductions of nature, in form, color and texture. Recent acquisitions likewise include two new designs in wooden lamp bases in many sizes, tastefully carved and finished in rich, teak brown. Tea sets in "Moriage" ware with dragon design in enamel may also be suggested to all who are in the market for beautiful wares.

## Dainty Glassware Items

A. P. Doctor, New York manager for the Central Glass Works, whose salesroom is in the Albemarle Building, 24th Street and Broadway, is displaying an assemblage of very charming creations in colored glassware that will be found of more than average interest. A new shade known as Pomeroy green has just been added to the exhibit. This is very lovely indeed in a dainty shape in stemware with twisted stems. Plates are also shown in this color as well as several other articles. A new tall candlestick in canary and black glass is also very striking. A line of items in a deep rich royal blue and amethyst are equally as attractive. Some of the articles shown are flower and fruit centers, baskets, jugs, candlesticks, comports and plates.

## BOSTON NEWS NOTES

**R**ETAILERS report a very fair amount of business during the weeks preceding Easter. Bad weather for the three or four days immediately before had an effect on trade but altogether it could be called normal. Jobbers and manufacturers report something stirring but nothing to get excited about. There is a little business for quick deliveries to fill lines but no heavy future buying to speak of.

Daniel J. Darcey who it was announced a few weeks ago had severed his connection with the Shortenburgh-Robinson Co., Pawtucket, R. I. to engage in business for himself, has just joined the staff with the Houghton Dutton Co., at Boston. He will assist Albert Porcelain in the House Furnishings and Lamp department.

Among the arrivals from Europe who "did" the Liepsic show are W. E. Noyes of the W. T. Grant Co., buyer for their forty or more chain stores, Albert Reeves of A. Stowell & Co., and George Wood of R. H. Stearns. They reported the biggest show ever. According to reports there were over 16,000 exhibitors and, it was a seller's market. Competition was keen in some lines but often the single element of delivery influenced the sale.

Walter F. Hallowell of C. T. Sherer Co., Worcester, was a visitor here last week.

New England shippers have taken heart with the announcement that the first Interstate Commerce Commission hearing for a revision of freight rates will be held in Atlanta, Georgia, on May 22, to be followed by others at Ashville, N. C., and New Orleans, La. At a Chicago conference a hearing of evidence of others than carriers will be presented to include the New England situation. The most optimistic man however can not hope for a revision of the rates inside of six months. Those who wish to present evidence at any of these hearings are requested to notify the Secretary of the Commission, within the next thirty days and to notify him at which hearing they wish to be heard, and the time they will probably require.

Lloyd Bryan, Commercial Manager of the Tiffin, O., Factory of the U. S. Glass Co., and Louis Levine of the Levine Cut Glass Co., New York, were also in town.

Lester B. McNichol, salesman of the Potter's Co-operative Co., East Liverpool, O., was in Boston last Friday only long enough for a brief chat with Chase and Francis, their representatives. He was here but a few hours having to hurry away without even calling up many of his friends in town.

### New England Notes

F. W. Woolworth Co., have served notice on tenants of their property, 257 High St., Holyoke, Mass., and is planning to move its store from the Murless block to the new location.

A reduction has been affected in the Kaufmann Department Stores, New Yew York, capital being reduced from \$9,300,000 to \$9,225,000.

The C. H. Farley & Co., Portland, Me., has been incorporated with a capital of \$50,000 by Cyrus H. Farley, Edward D. Antoine, Charles S. Farley and Henry G. Farley, and will do a general wholesale and retail business in glassware and porcelain.

Plans are now under way for the opening of a new 5-10 and 25-cent store in the Colonial Theatre building, New Haven, Conn. The store will be under the management of Peter Hart who conducts a chain of stores throughout the state.

A former apprentice boy has sold his department store to two young men, one who was once a cash boy, the other a clerk, for \$250,000. The former apprentice is Dugald McMillan, 60 years old, owner of the McMillan Store, Inc., New Britain, Conn., and Samuel M. Davidson, 32, and Alexander J. Leventhal, 31, the purchasers are owners of The Fair, a department store which adjoins the McMillan store on Main street. The transaction was completed last Friday.

The purchasers have taken a ten-year lease, and the terms mentioned include an option to buy the building, which is of four stories and the basement. The store will now be known as McMillan's. There are now fifty employees, and further expansion is expected.

### Government Asks for Cooperation

The Department of Commerce, Bureau of Standards, Washington, D. C., is making an effort to interest the manufacturers of glass and glassware more closely in glass research work carried on by that department. The efforts now being made are following apparent needs of the glass industry, as it relates to the producer and user of various kinds of glass.

The department would like the cooperation of the various glass manufacturing interests in future work that new investigations can be based on problems of wider interest. A meeting may be held at some future date whereat manufacturing organizations can advise the Bureau in the formation of a plan of research in manufacturing problems common to the whole glass industry.



# Novelties of Beauty from Many Shops in Fascination Lane

A Page of Selected Items Gleaned from Many Dependable Sources and Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods, Which Will Attract Your Trade and Persuade Them to Buy

By BEATRICE MILLER WISNER

## Artistic Windows, Gift Shops Capital

SO much has been said about window dressing, that it is almost a tabooed subject, yet in recalling some of the features of this selling art, it is well to note that novelty and constant change means established popularity, and are strong drawing cards which have proved to be one of the best sources of advertising. The larger Gift Shops have not paid more attention to this form of publicity than the smaller ones, in fact the smaller shops seem to have realized the real meaning of attractive and original window dressing and have put their best thoughts in achieving different and striking effects. Take, for example, the little shops in suburban towns, in almost every instance these shops keep up a constant change in their window display, bringing into effective use significant anniversary favors and special seasonable color scheme inducements.

One little shop employed the sprinkling of paper leaves in autumnal colors among the various gifts for the Hallowe'en festivities, another hung suspended from the window tiny hearts on red ribbons for Valentine attractions, while another window displayed flags and Continental paper hats with feather quill pens for a background for Washington's birthday. Artificial flowers are especially desirable at this season and when arranged in tall pottery or glass vases they present one of the most attractive forms of window decorations. These artificial flowers come in all the natural blooms, and there is a refreshing influence in their truthful development.

Neatness and tidy arrangement is one of the most potent factors in any window dressing and harmony in color should be adhered to faultlessly. No fighting color ought to exist where it might mar the beauty of any decorative treatment. Let artistic sense be the guide for attractive window dressing and watch the effect. If passers-by turn back to note some special feature, your window is a success and a magnet which will bring you future, if not immediate returns. Make your windows be yourself—your individual personality.

## Brilliance in Butterfly Decoration

The little cocoon has once more opened its door and given to the world its beauteous prisoner destined to become a prize for the Gift Shop. In the two illustrations

herewith, from the Butterfly Box, Inc., Boston, Mass., the winged creature in its glorious coloring is fashioned in delightful arrangement against a refined selected milkweed background. This is an entirely novel conception in the adoption of butterfly decoration for various objects, trays, lamps, vanity boxes and many other delightful gifts which at once bespeak their exclusive and tasteful butterfly arrangement. With the coming season, the tray has a special demand and beauty in butterfly decorative treatment is recognized as a strong element for



bridal gifts, shower, graduation and anniversaries which are fast crowding upon the springtime season. The boudoir lamp pictured is a noticeable Butterfly Box offering. The unique shade is a splendid example of this art, expressing all the charm of brilliant coloring of the butterfly in its natural beauty. In the Butterfly specialties, there is artistic feeling purely expressed in tasteful and dainty souvenirs which are inexpensive and appropriate tokens for every occasion, bringing "Madame Butterfly" conspicuously to the foreground of worth-while gifts, an element of art worthily demonstrated in original and colorful beauty—nature's best in wondrous brilliancy and harmony.



## Distinctive Hand-Wrought Flowerstand

With the gentle breath of spring, comes a realization of Nature's gifts. The first little peeping flower-heads turn up their noses to the blue sky as though to say, "We are here." Taking note of the full value of springtime blossoms there must of necessity be found a flower container worthy of their delicate beauty. In the espe-



cially attractive flower stand and container by Grace De Rockwell, Goshen, Indiana, there is an element of original construction and unique modeling that at once appeals to artistic taste. The stand is hand-wrought iron, standing 30 inches high with gracefully proportioned pottery flower container which can be procured in any desired color. For interior decorative purposes this ornate container is extremely satisfactory in carrying out a predominate note of color to harmonize with draperies and furnishings. For piazza or sun parlor, nothing can add a more appropriate fitting than this beautiful hand-wrought flower holder. The illustration herewith gives in excellent detail the symmetrical and pleasing modeling of this unusual novelty, bringing to Gift Shops a rare conception of the highest type of handcraft, worthy of the most delicate expression of Springtime—Flowers.

### Business Briefs

The F. W. Woolworth Co. have purchased the building occupied by the Heinz store, Scranton, Pa. This will give one of the largest stores in the state devoted to 5-and-10-cent goods.

Samuel W. Rose, of the Bon Ton store, and the heirs of the late Joseph Strouse have taken over the Joseph Strouse Department Store, Indiana, Pa. The store has a frontage of 85 feet and is three stories high, and the new management is contemplating making improvements

in both the arrangement of the store and stock in the various departments.

William Mentzer has bought the five-and-ten-cent store at Paulding, O., and has taken over its management.

Silver's 5-and-ten-and-dollar store, Birmingham, Ala. has been opened. It is one of the most attractive in the South, the three-story building being designed for the purpose. The window lobby has been designed for display and consists of four separate windows in the center of the lobby facing the sidewalk, with other windows on each side. Rest rooms are provided for the public and employees. The third floor will be devoted to stock which will be arranged on tables exactly as upon the sales floors.

With the dissolution of the L. G. Federman Co., Akron, O., comes the announcement that the business will be carried on in the future by the Federman Co., a new corporation organized by Chas. G. Federman and his wife. Mr. Federman is a brother of Leo. G. Federman, president and treasurer of the old firm.

William R. Noe & Son, manufacturers of lamps and shades, have purchased the northeast corner of Wiloughby Ave. and Raymond St., Brooklyn, N. Y., and are having plans prepared to improve the property with a modern three-story reinforced concrete building designed for their own use.



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# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE gifts, Art Wares and Novelties Association of Chicago held a business meeting on Friday of last week at the Palmer House. Following the reports of officers and committees, a review of the work accomplished in the short space of time the association has been in existence was given by President W. C. Owen. The date for the Chicago Gift Merchandise Show has been set for August. The association now has forty members, and twenty rooms for exhibit purposes during the show already have been reserved.

The Burley Building, 9 North Wabash, where Burley & Co., exclusive retailers in china, glassware and lamps, are located, is being remodeled. The third, fourth and fifth floors will be rented, and Burley & Co.'s store will occupy the first and second floors. During the remodeling Burley & Co. are holding a remodeling sale, offering their customers many attractive lines at half price.

The complete line of hotel china made by the American China Products Co., Chesterton, Ind., is now ready for buyers' inspection. This line, which is being shown by F. B. Hinrichs, Room 409 Garland Building, is pure hard glazed porcelain manufactured under foreign methods and with foreign equipment, using American clays. The exceptionally attractive appearance of this line is meeting with favor among those who buy restaurant or hotel china.

The Daison Manufacturing Co., makers of lamp shades, now have their Chicago factory in working order. This factory, which was opened after the first of the year, is located at 1223 South Wabash avenue, and will produce the same high-grade line of shades that the Philadelphia factory has been producing. The Daison line is well and favorably known, especially to Eastern buyers. The Daison Glacé shades are especially distinctive and beautiful with their hand colorings on linen, with a finish that gives the appearance of colored glass. The new factory is expected to supply the middle west and west to good advantage with shades for every purpose. The line is being shown by E. M. Meder, Shops Building.

A. G. Hallgren, Chicago representative for the Iroquois China Co. and the Mercer Pottery Co., returned to Chicago last week after a successful business trip through Minnesota, Iowa, Nebraska and Missouri.

J. W. Rich, salesman, is now associated with E. M. Meder, manufacturers' representative, in the Shops Building. Mr. Rich is covering the North Side of

Chicago as well as Northern Illinois and Southern Wisconsin towns.

W. C. McCartney, of the Cambridge Glass Co., was in Chicago this week visiting the new display rooms opened by his company in the Shops Building.

The Rombong Co., 1110 Grand avenue, Kansas City, Mo., have placed a new line of quill pens on the market. These pens have an enamel finish and are decidedly different from anything heretofore offered the trade. Samples are being shown by W. C. Owen in Room 305 Shops Building.

The Shirley Studios of Chicago have recently placed a line of decorated birds on the market made of composition, with high enamel finish. They are a successful duplication of the china birds which have become so popular during the past year. This line, which gives the appearance of china, is much lower in price and is, therefore, selling fast.

## Association Holds Monthly Meeting

The Glass, Pottery, Lamps and Housefurnishings Association of Chicago held their regular semi-monthly meeting at the Morrison Hotel on Thursday of last week. At this meeting the new officers, elected two weeks ago, were installed in office for the ensuing year. A report by John Ling, buyer for Mandel Bros., following his trip East, was an interesting feature of the meeting. Mr. Ling stated that more than twenty of the larger glass factories and potteries he visited in the East wanted to make their room reservations immediately for the next Chicago exhibit. This, Mr. Ling said, is the surest indication that the Second Annual Chicago Exhibit will be a success. The next step for the Chicago association is the selection of a location for the 1923 exhibit, and discussion and investigation along this line has already commenced.

## Opens Chicago Office

The Cambridge Glass Co. of Cambridge, Ohio, has opened a large display room in the Shops Building. The complete line of glassware, including decorated glass, lustres, iridescent ware, and their popular blue and ebony black pieces, as well as their line of medical glassware, is on display. New fixtures have been installed to make this show-room one of the most attractive in the city, and the line is being shown to excellent advantage by reason of proper arrangement. John Franklin & Son represent the Cambridge Glass Co., and Mr. B. Franklin is in charge.

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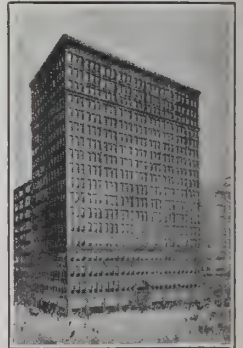
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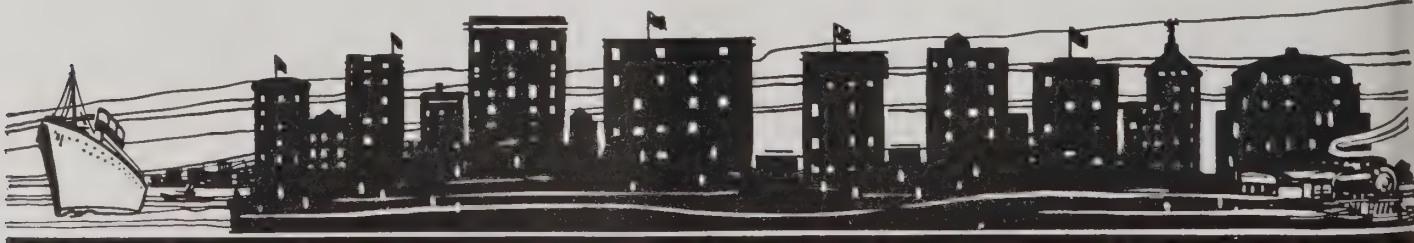
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## AS THE EDITOR SEES IT

### WHY THE PERPECTUAL INVENTORY?

WHEN you proceed to the final analysis of the business question and get right down to brass tacks, there is only one way to correctly manage a store, and that way is efficiently. A good many things can be learned from the big department stores by the managers of smaller ones and by owners of single stores. Not all of the machinery of the big city stores can, of course, be well utilized in these smaller enterprises. A good deal of the machinery so essential to the big retailers is not very essential to the well being of the small retailer, for much of it is too big to fit in as an economical unit. But there are a number of important aids for doing business well which are so universally applicable to all stores, big and little, general or special, that the most modest can profitably follow the path blazed by the most pretentious merchandisers. And one of these better systems of handling stocks is the perpetual inventory system. While the word "perpetual" may have a formidable ring, the system is not at all complicated, does not entail any additional expense and requires little, if any extra amount of time, but it does check up the essential facts and figures, which any store, regardless of size, can scarcely afford to overlook. Let us briefly consider its advantages.

THE perpetual inventory will, first of all, put stock keeping on the most profitable basis by accelerating sales, prevent overbuying by increasing turnovers and greatly eliminate costly mark downs. In a big store the work is usually carried out by a special employe who does nothing else, but in smaller stores it is usually entrusted to the department managers. While the system may be and often is more fully developed, the utility of

the perpetual inventory may be concisely stated and its principle well epitomized by making the records answer the following pertinent merchandising questions: (1) Where were the goods purchased? (2) How many of each design or pattern were bought? (3) How many of each were sold? (4) How many of each remain unsold? (5) What was the cost price? (6) What was the price realized? These are the "big six" questions which even the simplest system can answer and most merchants will find them interesting because it concerns profit, and profit is not the least interesting phase of business.

AND while there are many ways which may be followed to give the answer to these and additional questions, one store I know accomplishes it by using a double price tag, the lower half being torn off when the sale is made and filed on a clip. Another store uses a duplicate saleslip. In each case the data is entered in a special record book with columns for each item of information, such as from whom the goods were bought, kind of goods, a column for the seller, invoice number, cost, selling price, etc. Names and cost price may be in code if desired. It is a simple matter to enter goods sold from the saleslips and price tags and from the record book a summary of the stock of each article or pattern can be quickly tabulated. This is the perpetual inventory system in a nutshell, and it is mentioned to show merchants how easy it is to develop a system suited for his store. The best time to start is right after the regular inventory has been taken, which will include all goods on hand in the record. It is a particularly good way to keep profits coming in, and for this reason is worth thinking over.

# Foreign Trade and Prosperity

High Quality of American Products Makes Strong Appeal in Foreign Markets but Goods Must Be Packed to Suit Customers' Needs and Cooperation Given to Compete with England and Germany in World-Wide Markets

GIVEN plentiful production and an established foreign trade with countries overseas, there remains, perhaps, the most vital factor to be considered in connection with the subject. This, briefly, is the ability to keep and increase foreign trade once it is established. Many mistakes have been made in the past by overzealous merchants who have considered foreign markets as places merely to dispose of production not needed at home.

In domestic markets the producer, as a rule, is competing with producers from nearby points. Trade customs are similar and consumers place orders with fine discrimination as between the merits of the producers. The same trade terminology is employed in the transactions; customs and manners likewise are the same. The medium of exchange is, of course, identical in all instances of domestic trade.

## FACTORS TO CONSIDER

Now for a moment look at the other side of the foreign trade question. The producer in the United States places his goods in a foreign market. Everything is different from conditions encountered at home. The language is not the same, nor is the medium of exchange. The trade expressions, so easily understood in the United States, have little meaning to the foreign customer, or, what is worse, are understood by him to mean something other than they do. There is endless opportunity for confusion. When this occurs the consumer, unable to understand the mental attitude of the producer in the United States, is likely to turn to some other country for the goods he needs.

Now how can the goods of the United States gain a foothold in foreign countries sufficiently secure to withstand any differences of opinion which may arise in the transaction of selling and buying the products of the United States?

Of course, the first answer to this is adaptability, the willingness on the part of the producer in the United States not merely to meet the consumer in the foreign country half way, but to go all of the way to accommodate himself to the other's point of view; to see the thing through the other's eyes.

It is this spirit of cooperation extended for promoting the mutual business of all that must be considered by the seller, and if this is not done trade cannot fully develop.

## PLEASING FOREIGN BUYERS

But even stronger than the question of adaptability is the one of making United States goods sold in foreign countries so good in every particular that no other country will be able to meet them. The success of Germany in pre-war days, and of England, in their foreign trade was due primarily to the fact that the goods were made to suit the purchaser, not only as to quality, but also as to price. If the South American customer wants his goods delivered in a barrel and the producer in the United States insists on delivering them in a box, it will not be long before that South American customer finds an Englishman or a German or a merchant from some other country who will give him what he wants in the way he wants it.

But in every country where goods from the United States have been sold, even in those countries where differences of opinion as to terms of purchase, methods of packing and shipment and various other vexatious things have arisen, the products from the United States in the last analysis have usually proved to be the best in quality. Therefore, it would seem that a very vital thing to be considered in preparing for foreign trade is that the quality be made just a little bit better than that of any competitor in the market, that there be a willingness on the part of the producer to accommodate himself to the consumer, that willingness to waive non-essential formalities rather than to insist upon them be made the rule for the exporter in the United States.

The question of the necessary and proper financial relationship between the exporter and his customer will be considered in a subsequent article of this series.

## COMPETITION MUST BE MET

Political economists have figured that the war produced a vacuum in the world's buying power approximating the purchasing power of five million men. The center of the disturbance which produced this vacuum was of course, Continental Europe. Therefore, the vacuum is likewise in the same place. Until that vacuum reapproaches normality there is bound to be a dislocation in the world's markets.

From the viewpoint of the United States in its relation to foreign trade, this dislocation has had the direct effect of creating potential markets for United States

(Continued on page 23)

This is the second of a series of articles on the "A B C" of foreign trade, the increase of which is so vitally important to the prosperity of the United States that "Financing and Expanding Foreign Trade" will be the central theme of the ninth National Foreign Trade Convention in Philadelphia, May 10, 11 and 12. This article deals with the necessity of disposing of our surplus production in foreign markets and shows how the unlimited resources of the United States make it the logical leader in the export business of the world.



# The Basic Factors of Salesmanship

Some Helpful Hints for Building Better Business—How Character of Salesperson Influences Selection and Clinches the Awakened Desire of Customers to Buy

TO go about the problem intelligently we must analyze the matter of a sale; knowing the mental processes, what then are the elements? There are four—the salesman, the customer, the goods, the sale or meeting of the minds in common agreement. The factor upon which the greatest responsibility falls is the salesman, as he must be posted on all the others. For a scientific salesman we want a man of ability, reliability, endurance and action. This is the basis of the Area Science propounded by Arthur Sheldon, the author of "The Science of Business Building." Each of these attributes might be enlarged upon, but it isn't necessary in a discussion with the men who are interested in a question such as this. Suffice it to say he should be a four-square man in every sense. Then an essential thing is that the man thoroughly know himself. He must know his limitations, and recognize them, as well as his capabilities. Self-knowledge is a basic principle of self-confidence, and this in turn is an important element of selling.

Development of the salesman himself means the development of the personal qualities that **MUST** be possessed by the successful salesman. He must be inclined to work, be well equipped with brains and will power. With inclination and mental ability as a foundation, all the other qualities can be acquired and developed. Salesmanship has always been and must necessarily be largely a matter of personality. In its broad sense that includes education (the high grade salesman is an educated man), Health (a foundation stone to success in any activity), Appearance (outward symbol of prosperity is good appearance), Honesty, Sincerity, Loyalty, Courtesy, Industry, Open-Mindedness, Persistence, Tact, Initiative, Confidence, Enthusiasm. The man who is enthusiastic has an intelligent, vital interest in what he is doing. He talks as if he meant what he said because he does mean it. Enthusiasm is the force that grips the attention of the customer and impresses him with the salesman's sincerity. These are the virtues we commend when we speak of one having a fine personality. They are all important to successful salesmanship.

## KNOWING YOUR CUSTOMER

Knowing your customer makes selling a pleasure. There are several systems of character analysis presented of a more or less scientific nature. A study of them will make it a great deal easier to find a common ground from which to start with your man. That is the essential thing to ease in selling. Know where a man's personal interest lies, have some information to enable you to talk intelligently on his hobby and you have started a friendship that will result in business relations. Many men who never heard of character analysis except to confuse

it with phrenology, palmistry, etc., have the natural ability to make friends because they intuitively do the proper thing. But the man who knows why he does certain things, applies certain methods, is bound to apply them with greater effectiveness and discrimination than the man who has otherwise the same equipment but whose operations are directed only by intuition, or a system of unrelated bits of knowledge based on his own experience or the experience of others. Know your customers.

## KNOWLEDGE OF THE GOODS

Knowledge of the goods means knowledge of the business, which includes. 1. The goods themselves; 2. Policies, methods and personnel of the business; 3. Some information as to the business methods, strength and weakness of competitors. For our purposes we will confine it to Knowledge of the Goods. This might well include: (a) History of origin; (b) Materials used and their sources; (c) Processes and methods of manufacture; (d) Improvements and how they are brought about; (e) Their place in the service of mankind; (f) Their uses, and (g) Advantages resulting from the use of your particular line. Naturally, all this information is not going to be used on one individual. Its possession gives the salesman an assurance and creates enthusiasm that are convincing to the prospect. It is the duty of a salesman to keep his eyes and ears open for everything that has the least bearing on the line he is to sell.

The Sale: This is a meeting of the minds. The ability to "close" is the most valuable item in the salesman's equipment. He must inspire action as well as induce the proper mental attitude toward his proposition. And this involves psychology—a study of the processes of the human mind. Walter Dill Scott says: "Men in the business world do not frequently carry out elaborate processes or reasoning. If of two salesmen selling equally desirable commodities one gave me full instructions as to how I should place my order, and the other left me to think it out, I should take the line of least resistance and order from the one who gave the instructions."

Let the customer do most of the talking, but watch every chance to put in a conclusive point. Retain the customer's good will by refraining from any controversial argument, but rather pound away with positive suggestions. Common sense, experience, a thorough knowledge of human nature, careful attention to everything a buyer says and does, are the things that give the ability to stop talking when enough is said—and to present the order blank for the buyer's signature.

The question "Is there a science of salesmanship?" is answered in the affirmative by many able men. Every

successful man is a successful salesman, and every successful salesman is knowingly or unconsciously applying the fundamental principles on which the science of salesmanship is founded.

In no field of business are there greater opportunities than in the field of salesmanship. It calls for the highest type of ability and training, the demands are severe, but its rewards are large for the man who will apply himself diligently after knowledge concerning himself, his prospects, his goods and the science of psychology.

### Holland's Glassware Trade

The year of 1921 showed a fairly substantial gain in Dutch purchases of foreign glassware and resulted in a quantity increase of 7 per cent for the year but despite this, values fell off about 29 per cent. The figures embodied in the last issue of the Commerce Reports are:

Articles and countries of origin.	1920 Value. Florins.	1921 Value. Florins.
Ordinary bottles, jars, and pots:		
Of colored glass.....	979,871	660,729
Germany.....	938,765	634,918
Of white or semiwhite glass.....	1,039,300	1,137,363
Germany.....	944,029	1,070,251
Glassware.....	4,402,801	3,199,652
Germany.....	3,211,453	2,224,023
Belgium.....	238,308	212,410
Austria.....	560,382	275,571
Czechoslovakia.....	230,292	335,419
Crystal and crystal ware (cut glass), not mounted with gold or silver.....	393,202	252,675
Germany.....	150,345	90,730
Belgium.....	104,798	37,659
France.....	22,331	32,641
Czechoslovakia.....	36,717	58,555

The total exports in both volume and value fell below the 1920 figures, the former by 47 per cent, the latter by 56 per cent. The United States is shown in the preliminary statistics now available among the purchasers of plate and miscellaneous glassware. The trade, on the whole, is somewhat widely distributed, shipments going to such distant markets as the East Indies, South Africa, and South America as well as to the nearer markets of the Continent. In only two classes, that including optical glass and the one including cut-glass ware, did exports from the Netherlands increase over the preceding year. A good picture of the decline is seen in the following figures:

Articles and countries of destination.	1920 Value.	1921 Value.
Glassware.....	2,940,605	1,137,862
Belgium.....	156,433	46,584
Great Britain.....	1,202,097	366,999
United States.....	23,351	95,674
Netherlands East Indies.....	570,298	259,077
Greece.....	171,927	12,475
Switzerland.....	169,274	96,500
Union of South Africa.....	199,629	40,268
British India.....	18,599	15,405
Argentina.....	64,022	65,007
Crystal and crystal ware (cut glass), not mounted with gold or silver.....	32,064	48,241
Ordinary bottles, jars, and pots:		
Of colored glass.....	7,778,722	3,342,685
Belgium.....	1,054,374	442,668
Great Britain.....	5,704,314	2,561,544
Ireland.....	125,458	170,130
Portugal.....	405,095	30,088
Union of South Africa.....	121,969	20,517
Of white or semiwhite glass.....	3,860,357	2,120,752
Belgium.....	359,561	138,457
Great Britain.....	2,982,472	1,772,997
France.....	104,342	6,719
Netherlands East Indies.....	108,977	75,495

### Ceramics in China

Attention is called by Trade Commissioner J. Morgan Clements to the possibility of American potters obtaining supplies of high-grade kaolin from China. At the present time none of it comes to the United States from that country, the imports here coming almost entirely from England.

A detailed study of the kaolin deposits of China will, it seems quite certain, result in the finding of deposits more favorably located to supply the markets of today than those now utilized in the ancient centres, says Mr. Clements. In the interior of the Province of Fukien, especially, there are several undeveloped kaolin deposits that appear promising in size and quality, and doubtless a search would disclose others more favorably located with respect to transportation than these.

The Chinese, so far as we know, first made porcelain during the Han dynasty, from 210 B. C. to 220 A. D. In 1004 A. D. the Emperor King Teh established the imperial potteries at a place in the Province of Kiangsi, south of the city of Kiukiang, on the Yangtze River, which received the name of King Teh Chen, and has ever since remained the chief centre of the ceramic industry of China. In the earlier centuries only white and colored porcelains were made; then about 1268 A. D. decorative painting of porcelain was introduced. In recent years, potters of this district have begun to produce foreign styles of porcelains. There are reported to be somewhere around 150,000 potters employed. The clay from which the porcelain is made is, according to von Richt-hoven, a high-grade sedimentary clay.

The next porcelain centre of renown is Te Hua, in the interior of the Province of Fukien, fifty miles due west of the coast city of Hing Wah. This centre has specialized largely in white porcelain statuettes, with other articles in white or with blue patterns, but has gone more recently into the production of foreign-style porcelain painted in various colors. Te Hua uses a high grade of kaolin which occurs in great quantity in the immediate vicinity.

The third pottery centre is Shekwan, near Canton, in the Province of Kwang-tung. This is a comparatively new centre, the industry having been established here about 700 years ago. The highest grades of porcelain are not made in Shekwan proper, but are produced in Kochow, a small town in the same district. High-grade clays obtained in this locality are chiefly used, but it is stated that some kaolin is brought in. For a long time foreign shapes have been made here for the export market.

The Chinese ceramic industry, Mr. Clements concludes, is still essentially in the same condition as it was many centuries ago. It is lacking in organization and, although it is claimed that the Chinese invented the potter's wheel, no other advance has been made, and the industry is still a household one. The Chinese Government and the Province of Kiangsi support a ceramic laboratory, but so far as can be learned no definite effort has yet been made anywhere to develop the industry on a large scale.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

THE well known manufacturers agents, Malone & Nicholson are in the process of removal this week, to their handsome new salesroom in the uptown district, at 125-127 Fifth Avenue, where they will be located on the third floor of the building. They expect to be settled in their new quarters by Saturday. They were formerly located for ten years at 50 Park Place.

Simon Roth, buyer for A. I. Namm, Brooklyn, is now en route for home, having sailed from Europe on Wednesday. He had been abroad on his initial European buying trip since February.

Charles West, president of the Westmoreland Specialty Co., Grapeville, Pa., was a visitor in New York during the latter half of last week. He made his headquarters as usual at the salesroom of the Horace C. Gray Co., local representatives for the line.

Alfred G. Moment, American representative for La Porcelain Limousine, is another who is busily engaged this week in the business of moving. He expects to be located at his new uptown salesroom in the Maddock & Miller-Herman C. Kupper Building, 39 West 23rd Street, on Saturday of this week.

Chas. A. Postley will double his selling space on May 1st, having leased in addition to his present salesroom an additional room on the same floor. In this he expects to show a line of lamps and shades as well as an imported line of wooden ware.

A special two weeks' demonstration of Fry Ovenglass is being conducted in the china, glassware and house furnishing departments of the R. H. Macy & Co. store. Special demonstrator for the concern, Miss Madge Christie, is in charge.

The steamer Momus from New Orleans, which arrived in New York on Monday, had as passengers Fred D. Farrell, traveling representative for the La Porcelain Limousine line, Fernand Desmaison, traveler for L. Bernardaud & Co., and Alex Fraser, with the Beaver Valley Glass Co. They had all just completed trips through the south in the interest of their lines.

J. Harrison, head of A. G. Richardson & Co., Ltd., Tunstall, England, and Gilbert Solon, managing director of the Royal Worcester Porcelain factory, Worcester, England, who recently arrived for a visit to their American agents, Maddock & Miller, Inc., left this week for a short tour which will include both business and sight-

seeing. They expect to visit among other places, Philadelphia, Washington and Niagara Falls, from where they will go to Canada before returning to New York.

Louis Kammerer, formerly connected with the house furnishing department of Kaufmann's, Pittsburgh, has been engaged as assistant to R. C. Hoffman, manager of the china, glass and house furnishing departments for the Rosenbaum Co., Pittsburgh.

Wm. G. Benedikt, merchandise manager of the china, glass, lamps and house furnishing departments for L. Bamberger & Co., Newark, N. J., who has been making a tour of various European markets in the interest of his firm, will, according to advices received by cablegram, sail from England for home on Saturday.

Jas. Brainard, Vice President and Treasurer of the Westmoreland Specialty Co., Grapeville, Pa., left for home last Wednesday night after spending several days here looking after various matters in connection with the factory's business.

Henry Saul, of the Saul Mfg. Co., returned on Sunday from a seven weeks' trip which took him as far as Minneapolis. After conferring for a few days with his partner, Al. Rehberger, he expects to strike the trail again.

## Flint Glass Industry Improving

The United States Glass Co. declared the regular quarterly dividend of \$1 a share, payable April 29 to stockholders of record April 22. In commenting upon the situation in the industry Marion G. Bryce, president of the company, stated that the flint glass industry will be back to normal by September.

"I look for our troubles to be over by July, and confidently expect to see full restoration to normal in the early fall." According to President Bryce, the company is showing improvements, with the expectation that April bookings will come up to those of March. The latter month was the best in more than a year. Domestic trade of the company has shown an increase, but the export business has fallen off.

## Receiver for U. S. Decorating Co.

In the courts at Lisbon, O., Monday, an application was filed for a receiver for the United States Decorating Co., Wellsville, O., through Attorney Charles Boyd of Wellsville. The application was up for hearing Wednesday, when the plaintiff stockholders will seek the appoint-

ment of Joseph M. Wells, of the American Potteries Co., as receiver. The company showed its decorated line for the first time during the January Exposition in Pittsburgh, Pa., and later at the Chicago show. It has considerable business on file, but the differences which have existed among the stockholders of late are said to have caused the application for the receivership to be filed.

### Glass Manufacturers Meet

The last quarterly meeting of the American Association of Flint & Lime Glass Manufacturers before the annual meeting, which will be held in Atlantic City next July, was held in assembly rooms of the Market Auditorium, Wheeling, W. Va., Tuesday, April 25. The meeting was in charge of President M. W. Gleason, head of the Gleason-Tiebout Glass Co., of Brooklyn, N. Y. The meeting was featured by discussions relative to raw material costs, export terms and also the proposed new tariff bill as it refers to the glass industry. Officers of the Association are: President, M. W. Gleason; vice president, Nicholas Kopp, of the Pittsburgh Lamp, Brass & Glass Co.; second vice president, Marion G. Bryce of the United States Glass Co.; third vice president, E. P. Ebberts, of the Phoenix Glass Co.; actuary, John Kunzler; assistant actuary, Miss R. Evelyn Hamilton.

### How's Business?

The general business trend continues to show improvement, and while trade is still spotty, activity during the current week is more marked than a week ago, according to Bradstreet's survey.

#### IN THE EAST

New York reports a fair demand for crockery and glassware, and while the volume of business is less than at this time last year, conditions are considered sounder. Retail stocks of glassware are getting low. Conditions in housefurnishings continue to improve with increasing demand, especially for seasonable goods. Collections are becoming easier. From Newark, N. J., word comes that retail trade has been retarded by unseasonable weather and purchases are largely confined to current needs. Collections continue slow. From Pittsburgh territory we are informed that retail and department store trade, outside of districts affected by the strike, is spotty and dependent upon the weather. Buffalo reports that the general trend of business is better.

#### IN THE WEST

Chicago retailers are making a fair showing and sales of mail order houses are better in sections where good weather has prevailed, but poor in flooded districts. Collections are fair to slow. Cleveland reports that department stores and large retailers had a good holiday trade but present unseasonable weather retards sales. Collections continue slow. St. Joseph reports that cold weather has slowed up retail sales and collections continue slow. In Minneapolis retail trade is fair, with collections slow. St. Paul reports retail trade quiet but about as good as a year ago. In Des Moines retail trade shows material

improvement, unemployment is decreasing and collections remain slow.

#### IN THE SOUTH

Louisville reports that manufacturers of hollowware report good orders for future delivery. Unemployment is decreasing, Easter business very satisfactory and collections fair to slow. Baltimore reports nearby trade impaired by coal strike, but southern business slightly improved. All housefurnishings are selling well. Collections show some improvement and are now fair.

In Atlanta spring trade in the towns is all that could be expected, but there remains considerable unemployment, large banks have ample funds but country banks have yet too much money out on loans. Birmingham reports a slight falling off in retail trade, with collections continuing slow. In Waco business in all lines is improved and collections are better.

### Buyers in New York

#### APRIL 20, 1922

T. F. Stackpole, house furnishings, The May Co., Cleveland, Ohio, 37 West 26th Street.

M. Kowitz, house furnishings, M. Kowitz & Co., Easton, Pa., Herald Square.

J. Bason, china, glassware and lamps, Wise-Smith Co., Hartford, Conn., 33 Mercer Street.

#### APRIL 21, 1922

Paul Dunn, house furnishings, Miss A. B. Weed, china and glassware, H. L. Boughton, Store, Catskill, N. Y., Imperial.

W. J. Robb, toys, Higbee Co., Cleveland, Ohio, 240 Madison Ave.

L. B. Clough, house furnishings, M. E. Smith Co., Omaha, Neb., 200 Fifth Ave.

L. Baer, toys, Baer Notion & Toy Co., San Francisco, Cal., McAlpin.

O. Battier, toys and dolls, L. R. McDonald, toys and dolls, Rice, Stix D. G. Co., St. Louis, Mo., 212 Fifth Ave.

#### APRIL 22, 1922

H. B. Schofield, house furnishings, Blimpton, Hervey Co., Boston, Mass., Brotzell.

J. H. Anstead, lamps, C. W. Benzow, toys, Wm. Hengerer Co., Buffalo, N. Y., 16 West 39th Street.

M. L. Streater, toys, Daniels-Fisher Co., Denver, Colo., 36 West 39th Street.

#### APRIL 24, 1922.

A. Hutzler, china and glassware, Hutzler Bros. Co., Baltimore, Md., 352 4th Avenue.

R. C. Gibson, toys and dolls, Marshall Field & Co., Chicago, Ill., 1107 Broadway.

Felix Miller, mdse. manager, Miller Bros. & Co., Chattanooga, Tenn., J. M. Biggins, 333 7th Avenue.

M. L. Streater, toys, Daniels & Fisher Co., Denver, Colo., 37 West 39th Street.

N. Kazanjian, house furnishings and china, J. H. Kazanjian & Co., Newport, R. I., Pennsylvania.

D. Gradwohl, toys, Raphael Weil Co., San Francisco, Calif., 15 East 26th Street.

J. H. Moser, toys, Kline Bros., Altoona, Pa., 23 East 26th Street, Breslin.

#### APRIL 25, 1922

G. H. Guest, house furnishings, Jordan-Marsh Co., Boston, Mass., 432 4th Avenue.

F. A. Wood, lamps, Columbus D. G. Co., Columbus, Ohio, Prince George.

J. W. Power, house furnishings, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.

Miss M. E. Brennan, china, glassware, lamps and toys, People's Store, Tacoma, Wash., 23 East 26th Street.

I. E. Fronan, china, glass baskets, and pottery, I. T. Huston, toys, Woodward & Lathrop, Washington, D. C., 334 4th Avenue.

S. G. Harwood, houseware, Carson, Pirie & Scott, Chicago, Ill., 404 4th Avenue.

Mr. Cohn, toys, The Emporium, San Francisco, Calif., 225 5th Avenue.

(Continued on page 23)



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

**D**EMAND for generalware does seem to be on the increase. This has been indicated rather strongly by George H. Hankins, of the Foster Pottery Co., Lexington, N. C., who was in the district a few days ago anticipating future requirements. "While I cannot say that business has reached its peak, yet I am more convinced than ever that the situation is far better than even some months ago. When the first quarter of 1922 is compared with that of 1921, a pleasing picture is presented. I might say that where we sold \$50 worth of ware per week during the first quarter last year, our business during the first quarter of the current year reached \$500 per week. This ratio is about as close as I can give. The future looks mighty good to me."

Fred Kline, who anticipated opening a general sales agency office in Dallas, Texas, April 1, has been obliged to postpone his plans. Placing of fixtures in his sales room has been slow work, so that the date for the opening of the office has been delayed indefinitely. In the meantime. Mr. Kline is traveling through the south with the full line of the Knowles, Taylor & Knowles Co. It may be possible that he will be able to open his Dallas office during May.

George T. Bratt, western salesman for the Edwin M. Knowles China Co., after spending a week at the home office, has again started over his territory.

Pottery manufacturers are paying a higher market for packing straw this season than for many years. In some producing sections straw is reported scarce. In other sections roads are in such bad condition that it has been impossible to haul stocks to shipping stations. The straw market here this week was ranging from \$18 to \$20 per ton, but in this connection it must be considered that freight rates on this commodity are still high.

William H. Mackey, sales manager for the Smith, Phillips China Co., who is making a western trip became ill with a severe attack of tonsilitis while in Milwaukee, Wis., and was confined in a hospital for about a week. He is now completing his trip.

General business with the Steubenville (O.) Pottery Co., is good, according to President Harry D. Wintringer. All the kilns at this plant are now being fired with oil, and as a result the company has experienced no scarcity of fuel this season.

Guy C. Robinson, china buyer for the Kinney & Levan Co., Cleveland, spent a few days in the local district last

week. He was interested in looking up back orders and going over lines for future shipment.

A division of opinion exists among manufacturers as to the current condition of business. The larger plants report an active demand and inquiry, while other manufacturers say there has been decline in new business during the last three weeks, and that "orders are spotty." However, the generalware pottery plants in the East Liverpool district are working on rather active schedules, a number of these shops continuing under normal schedules.

An additional kiln is to be erected at the plant of the Owen China Co., at Minerva, O., which concern is under the management of Charles W. Foreman.

Interests from Pittsburgh, Pa., have been looking over sites at East Palestine, O., with the intention of erecting a chemical plant, the product of which will be used generously in all potteries.

R. P. Herrold, of the Ohio Pottery Co., Zanesville, O., has returned to his desk after spending several days in this district consulting with manufacturers and supply concerns.

Ray W. Renouff, southern salesman for the American Potteries Co., has returned to the district after an eight weeks trip over his territory.

There is a continued demand for rockingham and yellow ware. Such business is pretty well distributed, and inquiries are being received by the D. E. McNichol Co., from all sections. The 11 kilns producing this line in this district are working on an active basis, and production is at normal capacity.

In the Sebring district, the five potteries there are showing an active production, and the opinion prevails there generally that shipments for April will about equal the high record established during March. Reserve stocks of coal are sufficient to insure steady operation of all kilns for an indefinite period.

A new type of tunnel kiln has just been developed, plans for which have been presented to generalware pottery manufacturers in this district. The new design is built with a down draft and unit control, the contention being that it is impossible to obtain results from any tunnel kiln unless the down draft and control system is used.

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

PRODUCTION in glass factories in this district during the last week shows little, if any, change over the output reported for the early part of April. There is, however, a general improvement in the glass trade as a whole, taking the first quarter into consideration. Seasonable merchandise appears to be in better demand, but this situation has been anticipated by practically all manufacturers and selling agencies. Table glassware continues in nominal demand. The novelty lines are still in good movement, and in a number of instances buyers of this line in January have duplicated their initial orders.

According to glass salesmen who have interviewed department store buyers since their return from Europe, the latter in some instances hold that many orders placed at the Leipzig Fair this season would not be delivered. A few of the American buyers held the view that the foreign market was too high, and that with American tariff added merchandise would in the end prove costly. On account of the lateness of deliveries, the chances are that many shipments will be valued under the new tariff.

Transfer books of the Fostoria Glass Co. closed April 25 for a two per cent cash dividend, which will be paid May 1. The Hazel-Atlas Glass Co., of Wheeling, paid two per cent dividend April 20. Fostoria stock is now quoted at 115 bid, while Hazel-Atlas is bid at 147, with last sale at 150.

All generalware glass manufacturers are vitally interested in the refund of overcharge on glass and which the Interstate Commerce Commission has ordered paid by carriers to the Allegheny Plate Glass Co., on said shipment from Irving, N. Y. These shipments were made in the spring of 1918, and it may result in other manufacturers seeking similar recovery.

The increase in sales reported by large mail order houses is, it is said, being reflected in the glass industry. Several of these interests have been more active in ordering out certain lines which have been catalogued, both in blown and pressed assortments.

Stockholders of the Central Glass Works at Wheeling have ratified a resolution of the board of directors increasing the capital stock of the corporation from \$500,000 to \$600,000. This new issue was offered shareholders on the basis of one for every five shares held.

The capital stock of the Weston (W. Va.) Glass Co. has been increased from \$5,000 to \$75,000.

Late last week fire was discovered breaking through the surface of a cinder bank under the cutting shop of the Central, but prompt action on the part of the Wheeling fire department saved the plant from harm. The company is now spending \$50,000 raising the factory, and when this task is ended the plant will be free from similar annoyances.

Demand for the Azurite line of glass, which was shown for the first time by the Cambridge Glass Co. last January, continues quite active. The coin gold encrusted and colored etched borders continue to be as popular now as when the novelty was first presented.

The United States Glass Co. continues to report increased business activity, which, of course, refers to all of its factories. New orders are in more liberal receipt, but while individual volume is not heavy, the aggregate, forms considerable bulk. The situation is just as the sales department anticipated when trade opened in January. Buyers are still a bit cautious not to overstock, but at the same time they are ordering in merchandise to protect all possible retail requirements.

Damage resulted to the plant of Ball Bros., at Muncie, Ind., when a tank burst and about 200 tons of molten glass spread over the floor. This shop is active in the manufacturing of food containers.

Glass factory supply houses here have been advised that C. E. Harris has been elected president of the Florida Glass & Novelty Co., which will erect a shop in Jacksonville, Fla.

Just what effect the erection of a new glass factory at Torreon, Mexico, will have upon American exporters of glassware is rather hard to determine at this time, so sales managers observe. This new plant will be erected by a corporation just formed with a capital of \$500,000, and the management proposes to utilize sand from the bed of the Nazas River. Douglas Keese is at the head of this new enterprise.

T. W. Powell, for some years manager of sales for the Kearns-Gorsuch Glass Co., at Zanesville, Ohio, has resigned to become general manager of the Charles Boldt Glass Co., Cincinnati, Ohio. Mr. Powell is favorably known to the trade in the Pittsburgh district.

A charter has been applied for at Harrisburg, Pa., for the Overbrook Glass Bottle Co., by John Stark and his associates. The plant will be operated in Jeannette, Pa.



## Foreign Trade and Prosperity

(Continued from page 16)

products where heretofore none existed. Notably this is true of the Pan-American countries. In the Spanish speaking countries of South America prior to the war, Germany and Great Britain easily held sway in the foreign trade markets. In almost equal measure this was true with the Portuguese speaking countries such as Brazil.

During and since the war, however, there has been a golden opportunity for the United States in South America. The full possibilities have not been realized, but far-seeing business men in the United States have seized the opportunity thus offered and have gained a foothold from which they cannot be moved.

But in other parts of the world where American goods before the war were virtually unknown, now at least they are known and in many cases the demand for them is apparent, while in many other cases the demand is there but needs to be awakened. The export business of the United States must have a missionary branch to supplement the excellent work which the Government itself through the Bureau of Foreign and Domestic Commerce of the Department of Commerce, at Washington, is carrying on. Associations of manufacturers in the United States will find it well worth their while to sponsor these missionaries to the new markets of the world. There are a number of them now at work, but the very fundamental principle of foreign trade calls for a united effort to sell the United States and its products in lands beyond the seas.

### FOREIGN TRADE OUTLOOK

Statistics of imports and exports for the calendar year of 1921, as recently compiled, show a tremendous shrinkage in quantities and in values, but in almost every case the reduction in value is far greater than the reduction in quantity. This condition naturally followed the economic upheaval of 1920 and 1921, but a significant feature appears in an analysis of the figures wherein it is shown that the area of distribution of exported goods from the United States was far greater in 1921 than in 1920.

A considerable proportion of this new-found business territory is in countries where heretofore the balance of international trade has been against the United States. Therefore the readjustment has been favorable to this country. Then again, trade conditions with our neighbors on the north in the Dominion of Canada have steadily increased in volume in the last eighteen months. It now seems possible to predict that given enthusiastic support and the gospel of foreign trade, the time is not far distant when the United States will dominate markets abroad where now its influence is just beginning to be felt.

## New "Glass Flower" Display for Harvard

Work has begun on a supplementary collection of the noted "glass flowers" in the Botanical Museum at Harvard University. Rudolph Blaschka, the artist who, with his father, modeled the present collection, will make an-

other collection of glass models of the American sedges and grasses, says the Boston Globe.

Blaschka, who now works single-handed in his studio in Germany, has been forwarded funds for the first half-year's work and Walter Deane, '70, formerly president of the New England Botanical Club, has consented to aid in the collection of American material for the construction of the new models.

The collection of "glass flowers" now illustrates 160 families, 540 genera and 803 species. There are more than 3,200 analytical magnified details in their construction.

The collection, however, is not complete, as some 70 models are still in the artist's studio in Germany, awaiting transportation to America. Under existing conditions it is thought to be unsafe to transport them. Up to the time of the war the flowers were packed in Germany and, by courtesy of the custom officials, were delivered directly to the museum, where they were unpacked. Such a procedure is not, as yet, possible again.

## Buyers in New York

(Continued from page 20)

APRIL 26, 1922

L. J. Wagner, toys, J. L. Adams Co., Buffalo, N. Y., 16 West 39th Street.

L. Nuebrick, toys and china, Crowley-Milner Co., Detroit, Mich., care A. Fantl, 116 West 32nd Street.

G. B. Brooks, house furnishings, S. F. Iszard Co., Elmira, N. Y., 404 Fourth Avenue.

A. M. Moreland, toys, Pettis D. G. Co., Indianapolis, Ind., 240 Madison Ave.

I. W. Power, house furnishings, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.

Mr. Fisk, lamps, Kaufmans Dept. Store, Pittsburgh, Pa., 1261 Broadway.

Miss Alice M. Jackson, china and glassware, Emporium, San Francisco, Cal., 225 Fifth Avenue.

S. Crouch, toys, L. S. Ayres, Indianapolis, Ind., 225 5th Avenue.

E. L. Beck, domestic toys, Amer. Wholesale Corp., Baltimore, Md., 354 4th Avenue.

A. D. Hutzler, china and glassware, Hutzler Bros., Baltimore, Md., 352 4th Avenue (Kirby, Block & Fisher).

B. Lehr, candlesticks, Lit Bros., Philadelphia, Pa., 1261 Broadway.

## Business Briefs

The Fuller Brush Co., Hartford, Conn., contemplate the erection of a new and modern factory to cost about \$500,000, with a floor area of approximately 160,000 square feet. Plans have been drawn, estimates secured and it is expected that the new plant will be ready for occupancy the first of next year.

The Enterprise 5 and 10 and 25 cent store has opened at 96 State Street, Rochester, N. Y.

The F. & W. Grand 5, 10 and 25 Cent Stores, Inc., have added the twenty-fifth link in their chain of stores by leasing the four-story and basement building at 140 West Front St., Plainfield, N. J. The building, leased for a term of years, carried an aggregate rental of \$300,000.

BOSTON  
REPRESENTATIVE  
98  
MAY STREET  
NEEDHAM  
MASSACHUSETTS

## BOSTON NEWS NOTES

### Boston News

**B**OSTON'S Home Beautiful Exposition started its second week just as popular as the week previously and was voted a success by many of the exhibitors. Aside from crockery and glassware, of which there was but one exhibit, household appliances occupied a large part of the floor space. There were washing machines, vacuum sweepers and various lines of household articles.

Occupying a prominent space on the main floor was the exhibit of the Mitchell, Woodbury Co. One section was laid out as a dining-room mahogany finished and fitted in mahogany. The room was presided over by an experienced butler who, at different intervals, laid settings for a formal dinner, lunch and breakfast. The china for the dinner table was of Minton and Cauldon make, with appropriate silver service made by International Silver Co. Another exhibit which caused considerable comment was that of the Silex Company of Massachusetts, who showed several lines of baking glass. One line was most attractive, showing a variety of colors in opalescent glass in ovenware, in the pastel shades.

The Adams Pfeil Company of Boston also displayed a three-minute dishwasher which attaches to the hot water faucet, which was only placed on the market the first week of the show.

An attractive exhibit was that shown by A. Stowell & Co., Inc., depicting a Colonial dining-room, done in ivory white woodwork with walls of blue velvet, with a fireplace and a beautiful rug. Cabinets in two corners and gleaming mahogany tables on which several patterns of sterling silver flatware were displayed.

Paul M. Phillips, New England manager for S. A. Weiler, left this week for a trip to Philadelphia, Balti-

more and Washington, which he expects will occupy three weeks.

Harry Hollander, of J. Samuels & Brother, Inc., Providence; C. D. Edgar, of L. Lewis & Co., New London; S. S. Hartwell, of Hartwell's Gift Shop, Gloucester, and W. C. Hathaway, of the Bostock Furniture Co., Taunton, were among the week's visitors.

Ed Pinder, of Chase & Francis, Pearl Street, has been laid up for two weeks with varicose veins, which made their attack in his legs. For one so active it is tough to be laid up for such a period, and Ed was obliged to undergo an operation. With the prospects of a couple of weeks more on his back he looks on his enforced vacation with anything but joy.

A. Stowell is nearing its one hundredth year in the Boston jewelry trade. It had its origin in 1822, when J. J. and Abel Stowell opened a modest business in Charlestown, where they specialized in banjo clocks. Within the next half year the business expanded, demanding several removals. In 1863 a store was opened on Winter street, marking the firm's entrance into Boston proper. More than a score of the employes of the present firm have been connected with the store for more than a quarter of a century.

Gordon Selfridge, the well-known London merchant, was a guest at a dinner of the Chamber of Commerce given at the Copley Plaza hotel last week, and was introduced by John Shepard, Jr., as the Merchant of Merchants. Mr. Selfridge said, in speaking of the attitude of the English business man, that he believed the friendship between England and the United States is more tightly, closely and thoroughly knitted than ever before.

### National Sales Specialist

Let me show you how to "Plug the Leaks" in your sales organization.

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### H. R. WHEELER

*Manufacturers' Representative*

161 SUMMER ST. BOSTON

Maryland Glass Company

*Cut Lead Blown Stemware, Encrustations, etc.*

Acme Art Fruit and Novelties

*Wax Fruit.*

Lancaster Glass Company

*Pressed Tableware and Tumblers.*

New Quarters—New Lines—New Prices



# In the Household Utility Aisle

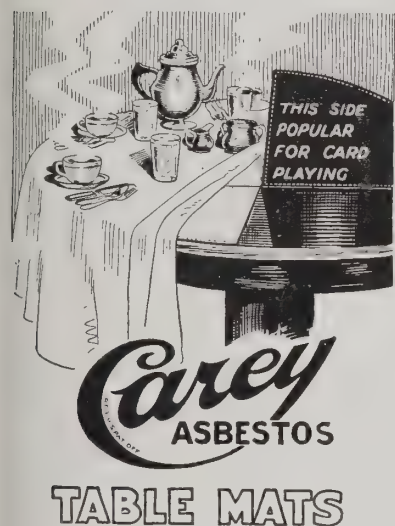
Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

By BEATRICE MILLER WISNER

## Exclusive Asbestos Card Table Mat

IN the ever popular card playing game at social functions there has been a special demand for a table mat which embodies usefulness and attractiveness. The "Society" Table Mat and Card Table, manufactured by the Philip Carey Co., 240 Wayne avenue, Rockland, Cincinnati, O., has reached the highest point of perfection in its construction and attractive features. The firm's long

years of experience as asbestos insulation engineers is responsible for this excellent popular product. In the home, club or large institution, this table mat is a suitable addition to furnishings and a timely accessory for immediate use, as it is light, easily carried and compact. Made of best material, with washable surface, the under side covered



with green felt—a reversible mat which protects the table for card playing. This feature is especially desirable when using a highly polished mahogany or other expensive furniture in preserving the polish and avoiding ugly scratches. The illustration herewith gives an idea of its practical features and sturdy construction. The long felt need for a substantial yet slightly table mat has been supplied in this pleasing asbestos "Society" Table Mat and Card Table. For further particulars concerning this mat, the above concern will be glad to furnish details desired and upon application will send a bulletin—"Making Table Mats More Portable," an advertising medium for sales helps.

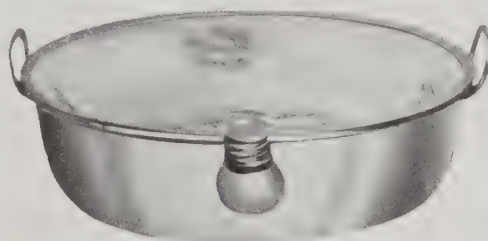
## Many Brushes for Many Purposes

There are Brushes and Brushes. One of the sturdiest lines of brushes is manufactured by the Andrew J. Newberger Co., South Boston, Mass. These brushes are made of excellent material by skilled workmen. The best bristles are used—selected bassine fiber, a product from South America. These bristles are noted for longevity, strength and stiffness. They are securely fastened in the

brushes and reinforced with metal holders, which ensure them against loosening by the use of hot or cold water, or hard usage. The concern manufactures a large variety of brushes for every purpose—clothes, hat, sink and also brushes for kettles and cuspidors. These products are all-year selling articles and have established demand through stability and fine workmanship. Brushes are constantly in use and a worth while brush is an essential which the public require. Satisfaction guaranteed, means a resell and permanent demand. The Andrew J. Newberger brushes stand the "acid test" and are proof against criticism.

## Novel Child's Hot Plate

One of the most essential dishes, conducive to a child's health and comfort for retaining cereals and other foods hot, is manufactured by Max Hirsch, 25 West 23rd street. This hot plate is most attractive in its decoration and



withal practical and useful in its construction. A very desirable and instructive feature is the border decoration on the inserted porcelain plate. Alphabet letters, in blue, border the edge of the plate and the center is embellished with nursery pictures; Baby Bunting, Red Riding Hood and Little Boy Blue are some of the old time subjects. The illustration gives a comprehensive idea of the dominant features of this acceptable plate for child's service and the nursery. The outer covering for retaining hot water is nickel-plated and so devised that it will keep food hot for two hours. Gifts of this nature bring household necessities to the highest point of artistic taste and link them to practical usage for every day service.

## A Profit Maker

The great and growing vogue of woolen hose has made a wooden form for drying them, an exceedingly popular and hence an exceedingly profitable item for housefurnishing departments and specialty stores. These are being shown in men's, women's and children's sizes by Chas. A. Postley & Son, 2 East 23d Street. They are made with holes to quicken the drying process and are well finished.

# Announcing Our Removal

To provide the additional facilities necessitated by the growth of our business, we will move May 1st to larger quarters, at

**125-127 Fifth Avenue, New York**

New Phone No. Stuyvesant 9722

## MALONE & NICHOLSON

### REPRESENTING

HOCKING GLASS CO.

Lancaster, Ohio

EAGLE MFG. CO.

Wellsburg, W. Va.

CRESCENT GLASS CO.

Wellsburg, W. Va.

UNITED STATES GLASS CO. (Illuminating Glassware Div.) Pittsburgh, Pa.

IT NEVER RAINS  
BUT  
UPRESSIT SHAKERS POUR



A SNAP OF THE CAP  
AND  
THE HOLES ARE CLEARED

Press center to open—Press sides to clear

Plain and Cut Glass—Individual and Family Sizes  
WRITE FOR SAMPLES, PRICES AND COPY OF  
OUR MONTHLY MAGAZINE, "UPRESSIT GOSSIP"

UPRESSIT PRODUCTS CORPORATION  
15-21 Wilbur Ave. Long Island City, N. Y.

# HERE IT IS!

We know you want our individual, economical

## Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



We guarantee these bowls as represented

Write for Catalog and Prices

## The Sanitary Sugar Bowl Co.

Successors to Schoenheit & Pierce

Manufacturers

6230 Penn Ave.,

Pittsburgh, U. S. A.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

THE wholesale crockery and glass district of Chicago has been greatly improved by the addition of the Burley Building, 9 North Wabash Ave. Burley & Co., for years one of Chicago's leading crockery and glass stores, have discontinued their wholesale department and will continue their retail business on the first and second floors of the Burley Building. The third, fourth and fifth floors have been remodelled and offered for rent to the wholesale trade. The entire third floor has been taken by Ira A. Jones Co., formerly located in the Shops Building and Earl W. Newton and Associated, for some time past in the Heyworth Building. These two concerns are moving into their new display rooms this week. The display space will be greatly increased over their former locations and they will therefore be enabled to make a more comprehensive exhibit of the various lines of glassware, crockery, lamps and housefurnishings they are selling. The fourth and fifth floors of the Burley Building are still unleased and this location gives a splendid opportunity for factories who have been seeking a convenient place for opening a Chicago display room. The "district" has been improved by the acquisition of the Burley Building for wholesale exhibit purposes, for it is located but two doors away from the Shops Building, and only one block from the Heyworth Building, Palmer House, Tower Building, Garland Building and others that are housing the principal displays of the Chicago trade. With the extra space available, outside factories are invited to bring their displays to Chicago, for members of the local trade believe in the saying "Competition is the life of trade."

Gifts, Art Wares and Novelties Association of Chicago met at the Palmer House on Monday of this week. Following luncheon, a business meeting was held to further the plans for a Chicago Exhibit at the Palmer House from August 7 to 12. Judging from the progress already made by this new Chicago association and the number of exhibit rooms already booked by the hotel for the August show, the event will undoubtedly prove to be a successful and permanent affair. W. C. Owen, President of the Association, says the work of interesting the buyers will be done largely by trade paper advertising and letters from the manufacturers to their customers and prospects. Meetings will be held weekly for the present in order to facilitate the business of the show.

The Fenton Art Glass Co. is showing a new line of colored blown glass ice tea and lemonade sets in the display rooms of Lewis H. Simpson & Co., Shops Building. These are artistically prepared in Celeste Blue, Topaz and Wistaria and finished either plain or iridescent.

Mr. Simpson reports business on this line very good, and buyers are quick to recognize the sales possibilities on these new numbers during the Summer months.

John W. Trenck & Sons of Indianapolis have opened a Chicago office and display in Room 201, Shops Building. C. J. O'Conner, and Elmer Saunders, formerly manager of D. Saunders & Co., are in charge of the new display. The lines shown include the Cataract-Sharpe Cut Glass Co., the McNicols-Corns Co. of Wellsville, and the Illinois China Co., Lincoln, Ill.

Among the visitors in Chicago last week were Henry Shirley of Maddock & Miller, New York, and C. S. Snyder of the Roseville Pottery Co., Zanesville, Ohio.

Hulbert H. May, who has been associated with the crockery and glass trade of Chicago for more than three years, has made a connection with the Century Cut Glass Co., 22 West Lake Street, where he will be employed as local salesman. Mr. May was formerly with Earl W. Newton and Associated for a period of two years, and since that time has been doing temporary work for Kelly & Reasner and the Cambridge Cut Glass Co.

George Turner of Ira A. Jones Co. returned to Chicago last week, following a trip through the middle west and northwest. Mr. Turner reports business conditions in the section he covers as satisfactory.

Helm & Soukup, Inc., third floor Shops Building, recently received a shipment of new imported fancy glassware samples. These have lustre and color finishes in unusually artistic treatments, in bonbon dishes, comports, candy jars and other popular numbers. Samples of Czech-Slovak pottery in blended colors and lustres have also been received.

Mr. Fowler, buyer for W. H. Wright & Co., Ogden, Utah, was in Chicago last week on his usual Spring buying trip. He has been in the East for several weeks and stopped in Chicago on his way home to visit the Toy Fair at the Morrison Hotel.

The Renew Polish Co. of Milwaukee, Wis., has appointed W. T. Darden & Co., Palmer House, Chicago sales agents. This is an aluminum and metal polish and an exceptionally good seller in housefurnishing departments.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

Visit the

## PALMER HOUSE



And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Spe-  
cialties. Established 1876 at East  
Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
decorated.  
Aluminum for special sales and high  
grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear. 4700

**E. M. MEDER**17 North Wabash Avenue  
Chicago

*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**

17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.

*Representing*  
MERCER POTTERY CO., manufacturers  
of Quality Dinnerware and Hotel Ware.  
IROQUOIS CHINA CO., manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
Chicago)

**FRENCH CHINA CO.**

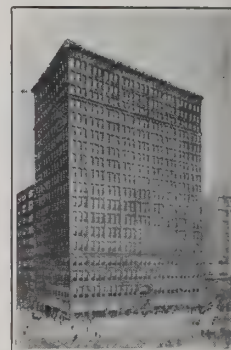
*Office and Display Room*  
136 West Lake Street

**KAY BEE CHINA WORKS**

*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

**HEYWORTH BUILDING**

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

Walter S. Redfield, Room 309

*Representing:*

A. H. Heisey & Co., "Diamond H"  
Glassware, Pressed and Blown Table  
Ware, plain and decorated,  
S. A. Weller, Jardinières, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

John S. Ward, Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shade

**THE McANULTY CO.**

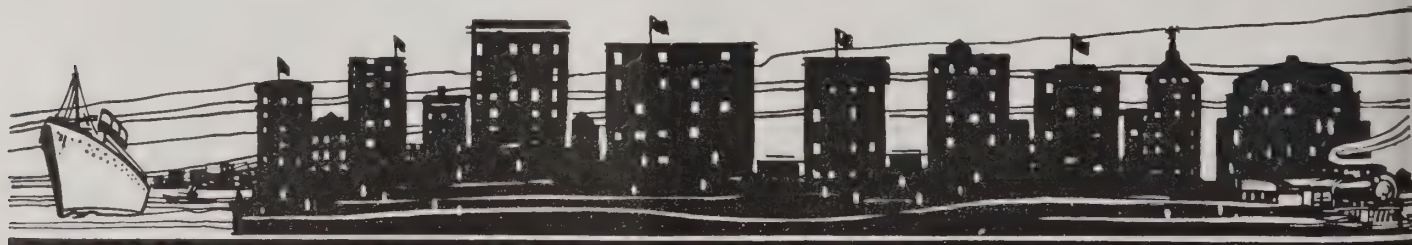
Aluminum for special sales  
Copper and nickel plated ware

17 North Wabash Ave.

**FOSTORIA GLASS CO.**

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware, Harry G. Dalzell  
Pressed and Blown Phone  
Etchings, Cuttings Central 3497.  
and Iridescent.





# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

**DEMAREST PUBLICATIONS, Inc.**  
45 EAST 17th STREET . . . NEW YORK

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Other countries in postal union . . . . .	5.50
Single copies . . . . .	.10

## BRANCH OFFICES

Chicago

J. H. SMYTHE  
312 South Clark St.

Boston

R. B. HEMENWAY  
98 May St.  
Needham, Mass.

East Liverpool  
and  
Pittsburgh

M. K. ZIMMERMAN  
215 West 6th St.  
East Liverpool

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MAY 4, 1922

No. 18

## AS THE EDITOR SEES IT SERVICE AND GOODWILL

THESE are many things which must be neatly dovetailed together to make a successful store. While all phases of merchandising are important and all are given consideration by progressive merchants, a few are so essential to the upbuilding and expansion of every selling enterprise that they may be considered as foundation stones. And the corner stone of every store, regardless of its location, size or lines of merchandise, is service. This is apparent when we look at the retail selling proposition without prejudice and with an open mind.

IN a general and often in a specific way, the customer gets pretty much what she pays for. The customer is, of course, responsible for this, for if two stores sell an article of substantially the same character at about the same price, the public will discriminate in favor of the better value for the money. This tends to keep up quality, for the manufacturer knows he will lose business if he does not match up with competitors.

THIS establishes the fact that there is an equality in price and merit in lines of merchandise carried by competing stores. A very large number of progressive merchants appreciate this and every storekeeper should face this uncontestable fact. But there is a difference in the management of stores. Taking the case of only two stores in a town carrying almost identical merchandise we find many instances where one store builds up a good business while the other store has a hard time to get along. Why?

THAT is an easy question to answer and the answer is, that service creates satisfaction. Service is often intangible, in many stores it is reflected in the policy of the management, in the personality of the sales people, but it is often present in tangible form. Anyone who has purchased goods in a successful department store knows what tangible service is. All the conveniences which

make shopping easy and comfortable come under this heading. Rest and waiting rooms, free deliveries, shopping aids, check room facilities and charge accounts are all items of tangible service. The smaller single stores cannot compete with the big department stores in this, but it can accomplish the same thing through intangible service.

THE success of any store depends upon sufficient service to create confidence. The goodwill of every customer must be kept. Courtesy, intelligence and tact on the part of the sales force will do much to accomplish this. No customer or prospective customer should be neglected. Every disappointed customer, every unfilled promise, every misrepresentation is destructive to good service and service "not so good" will not hold your customer's goodwill.

NO one is so busy that they cannot be courteous and there is never a need for a single customer to walk away from the most crowded department without a word from the salesperson. He may be very busy but not too busy to say a courteous word or two to the customer. And if this is done it will in most cases hold the prospective buyer for a few minutes, while lack of attention will as surely send her away. And a good many who thus walk away harbor more or less resentment against the salesperson and the store.

NOW, this may from the merchant's point of view appear unreasonable. Perhaps it is but from the customer's point of view it is a natural and commonly shared feeling and so must be considered as an important phase of satisfying the customer. Courtesy and a cheerful, accommodating personality are the twins of service and the two outstanding essentials which are most important in creating a friendly atmosphere in any store and make that store a place in which all like to trade.

# Let Your Ad Be a Store Picture to Your Customers

Here Are Three Advertisements Put Out by Successful Stores Which Show How to Picture Shopping News to Bring in Business—They Are Worth Studying for They Show How Progressive Merchants Present Invitations to Buy

By P. REMINGTON

ADVERTISING is a compelling art today and while some merchants and ad men still look upon advertisements as "printed salesmanship," there are a good many who no longer look upon the store's printed messages in this way but rather visualize the store ads as pictures. And there is no doubt but that this newer point of view is particularly successful in inviting customers into the store. The ad men and merchants are naturally interested in advertising as a phase of constructive business, but the public who buy goods are not. All the customer is interested in is what the ad accomplishes, the story it tells them and invariably the customer views a good advertisement much as a picture is viewed. That is, your ad will carry a picture of your store and its values, and this writing of the store's messages, with the customer's point of view in mind, is effective, whether or not you may make use of the comparative price in your ads. Some merchants believe that the comparative price idea has been so long used and misused that it has become a handicap, but as many others continue to make use of this idea in building business, the student of advertising who practices it will probably consider that good pulling ads can be of either variety.

## A GOOD TWELVE ITEM AD

Koch & Co.'s advertisement is a good example of picturing articles and values from the customer's point of view and feature the wares gathered by E. A. Ardrey, who is the buyer of housefurnishings and china. This ad was scaled to fill a newspaper space of about 6 inches wide by 11 inches deep. The layout, merchandise and topography are excellent. It is a good advertisement because it is well balanced and not crowded, thus making it easy to read and easy to remember. These are both important points and while the ad man could have added several more items he preferred to

feature just a dozen household wares, leaving plenty of white space to make them snap out clearly. This one point, that of selecting the items which are to go in your ads, is a very essential one. The ad should be balanced by including a little variety in the items but not many merchants err in this respect. The usual fault is to choose too many items and crowd them in, which necessitates the use of small type to describe them and

so makes the ad hard to read and difficult to remember. Every merchant should avoid this temptation just as this store has done and pick out a few appealing articles and play them up in a few pictures and short description of values.

## VALUES IN THIS ONE

For a good picture, Frederick Loeser & Co.'s advertisement is a cordial invitation. It stresses dinnerware, glassware and lamps, gathered by L. C. Moses, the buyer. It is not an unusual ad but it is a good one, because the layout is effective and the many items are clearly set forth in a direct way that makes it easy to read and pictures values which the shopper will find when she enters the store. The introduction suggests that now is the time to purchase fine quality household needs at attractively low prices. The actual size of this ad was 6½ inches wide and 12 inches deep but despite the fact that it lists 30 items, it is not crowded and each item carries a heading

in bold face type which at once attracts the eye, while the prices given create interest and does all that type can do to convince the customer that this is an exceptionally good opportunity to buy whatever she needs at this pre-Easter sale. As the items tell the story they need but little elaboration. Colonial tumblers at 30 cents per dozen, pottery cooking sets at 69 cents, dinner sets at \$29.95 and floor lamps at \$25, are certainly buying invitations that picture worth-while values in many of the

# HEARN

FOURTEENTH STREET      FIFTH AVE      NINTH ST.      FIFTH AVE

MONDAY      TUESDAY

**Great Special Purchase Sale**

**21,000 PIECES OF**

**Cherokee Pattern**

**SILVERWARE**

*This silverware is made on a heavy nickel base which has received a deposit of pure silver and should give entire satisfaction in any household for ten years or more. It is not to be confused with the cheaper qualities advertised elsewhere.*

*The make is from one of the oldest New England silversmiths famous for finest sterling and plated ware.*

*The pattern is a discontinued number and it is for this reason we can offer so phenomenal a value.*

Teaspoons—were \$3.00	Each	<b>12</b>	Cheese Servers—	34
Tablespoons.....			were \$5.00.....	
Dessert Spoons.....			Quadruple Plated Bread Trays—pierced	
Dinner Forks.....	were 45		design—engraved centre—	
Dessert Forks.....		<b>24</b>	well-known make—	<b>3.95</b>
Butter Knives.....			were \$9.95.....	
Sugar Shells.....			Compotes (Quadruple Plated)	
Tea Teaspoons.....			—were \$7.95.....	<b>4.45</b>
Individual Butter			Silver Plated Candlesticks—	
Spreaders.....			Colonial style—10 inches high	
Cold Meat Forks.....	were .95 & \$1.25		—were \$3.45.....	<b>2.10</b>
Gravy Ladles.....			Silver Plated Salt and Pepper Shaker—	
Berry Spoons.....	Each	<b>58</b>	Colonial style—set of 2 in	
Soup Ladles.....	were \$1.75	<b>1.45</b>	hard box—	
Dinner and Dessert Knives—			were \$1.45.....	<b>.95</b>
silver plated on steel—		<b>1.75</b>		
were \$1.75.....	1/2 doz			

See Main Section for Other Hearn Advertising.



There are, of course, a number of little things in these three ads which could be improved upon. They are not perfect but all are good pictures of good goods and

Koch Prices Make Downtown Shopping an Extravagance

125th  
Street  
West

# KOCH & CO. INC.

125th  
Street  
West

We Are the Largest Distributors of Merchandise at Retail in Uplown New York

## Fine China, Housewares and Refrigerators

In a Great Spring Sale affording every opportunity for replenishing the home with the most reliable housewares for very little

### Solid Oak Refrigerators

3-door Side  
Icing Style **17.95**

Reduced from  
**24.98**

Solid oak case with white enameled provision compartments and latest style of insulation. Nickel plated brass locks and hinges.

Height 40 in.	Width 28 in.	Depth 15 in.	Ice Capacity 60 lbs.
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### Same Style Refrigerator

**26.75**

Reduced from **40.00**

Height 48 in.	Width 33½ in.	Depth 18 in.	Ice Capacity 100 lbs.
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### Apartment House Refrigerator

**17.85**

Reduced from **21.98**

Height 48 in.	Width 20½ in.	Depth 15 in.	Ice Capacity 60 lbs.
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### Kitchen Tables

White enameled porcelain top, strictly first quality; with drawer; sizes 24x36 and 25x40

**6.39** Regularly  
10.49

### 100-Piece Dinner Sets

**13.50**

American porcelain, with gold lace border decorations

Regularly **19.49**

### 50-Piece Dinner Sets

**6.69**

Decorations of gold medallion and two gold lines American porcelain.

Regularly **8.98**

### 32-Piece Luncheon Sets

**2.29**

American porcelain Handsome assortment of decorations.

Regularly **3.98**

### Wear-Ever Aluminum Tea Kettles

WEAR-EVER

quart capacity  
**3.95**

Wear-Ever  
Aluminum  
Windsor Kettles

4-qt. capacity.

Regularly **2.60** **1.79**

### Aladdin Aluminum Ware

Aladdin Aluminum Lipped Saucepans; heavy rim; cold handle. 4-qt. capacity.

Regularly **95c** **55c**

Aladdin Aluminum Covered Saucepans; with side handles. 4 qt. capacity.

Regularly **2.25** **1.15**

### Pure Aluminum Percolators

Colonial shape.

Regularly **1.49**

**1.00**

Pure Aluminum 3-Pc. Lipped Saucepan Sets, heavy gauge, 1, 1½, and 2 quart capacity.

Regularly **98c**

**59c**

### Vollrath White Enamel Ware

Vollrath Enameled Covered Saucepans

5-qt. capacity

Regularly **1.65** **1.35**

Vollrath Enameled Double Rice Boilers 1½ qt. capacity.

**1.79**

Regularly **2.55**

### Kreamerware, Quality Tin Ware

Kreamer Wash Boilers: made of extra heavy charcoal tin; genuine 16-oz copper bottom.

Regular **3.98**

Size No. 6

Regular **\$4.69**.

Size No. 7

Regular **\$4.98**.

Size No. 8

Regular **\$5.75**

Size No. 9

**2.59**

**2.98**

**3.25**

In the advertisement of Jas. A. Hearn & Co., size 6 inches wide by 12 inches deep, the picture of desirable merchandise at desirable prices is clearly set forth. It is a straight-from-the-shoulder ad so well laid out that the appearance of the ware, its quality and the sale prices are apparent at a glance. Because of this, there is little doubt but that this particular ad was read by a big percentage of the housewives who read the newspapers in which it appeared. It is a short, snappy message which went over big, because it featured one line and played

values, and while other things make good ads, the greatest incentive for the customer to come and buy your wares is the expectation that she will get a good deal for her money. But these ads were simply selected to illustrate how different merchants, working with different items, made their individual word pictures from the same point of view—that of the customer. I think many merchants and ad men will find it interesting and helpful to study these advertisements, and I would like all who read this page to send in their best ads, with a short letter if possible. But if you haven't time to send even a few notes, just mail me your ads anyway.

# What Has Your Experience Taught You?

Success Achieved by Merchant Today Largely Depends Upon How Mistakes and Successes of Past Are Utilized to Build Better Business Now and in the Future.

By JAMES R. HOPLEY

---

IT behooves every business man to have business problems well in hand,—to have plans for handling them so pigeonholed in the brain that they can be brought into use at an instant's notice. It is necessary to know what to do on every possible occasion, under every possible circumstance. It is necessary to know when to forget that which was essential and to develop a new feature to take the place of the obsolete or shelf-worn idea. Every store has its problems and every business man has something which stands as a necessity for his attention. It is necessary for the merchant to get into his head the practical idea of what he must do, the practical thought of how he could best do it, and the certain knowledge of just when to act.

Not long ago I heard a most wonderful address by a man who did not use notes. He talked for an hour in a masterful way, making an address which could not help being effective. He was self-educated as a result of diligent application to books, and he had become accustomed to speaking so fluently by studying the meaning of words, and by acquiring the ability of selecting words to express his thoughts. He learned all he could about the subject he wanted to discuss and when he started to speak he didn't lack for the very word needed and had the ideas well in hand.

A great many readers might say "I am not going to make a speech!" Of course not, but every business man should realize that the first great essential of business is to know the details of it all; to be able to select this or that thought to fit an occasion; to know how this or that idea will work out in a business campaign; and especially in advertising, to know to what extent this or that item in the list of values offered will appeal to an average bargain-seeker.

There is no reason why, with all the stock available in the market, any one merchant should fail to realize to what extent he can pick the good articles and array them to excellent advantage, so that it may prove a pleasure for the average buyer to select what he wants, after all, advertising is purely a matter of arranging business thoughts into perfect sentences.

Every store has need of the man who can remember at the right time just what is the most desirable thing to know. Every merchant must remember things learned in bitter experience and apply them to the brightening of the business future.

No store is entirely free from sad reflections. In business life there are unhappy experiences to keep some men depressed all the time, but these same experiences will guide another business man along a smoother path in the future. Remembering things with regret is all

right if the merchant doesn't cultivate the regretful rather than stimulate better things through the advantage of that remembrance.

The advertising field is an especially fertile one for growing unhappy experiences. It is often difficult to understand how to avoid some things and how some others may be stirred to help make the business better. The business man who applies the sad experiences to make business; to guide the ship of business past shoals and shallows, and to increase the understanding of how to keep the business off the rocks, has had the good judgment to make use of the losses, and will build his bank account through regarding intelligently his mistakes.

All the successes of the world have not been constant development of satisfactory conditions. The greatest successes have been built on serious mistakes. The average advertisement that pulls is not the result of a spontaneous desire to write a profitable advertisement, but is a development from a desire to express in advertising form the hopes and expectations of a conscientious and determined merchant.

What are the things that so sharply represent the disappointments of yesterday? To what extent may they be used in shaping the success of tomorrow? How can you apply the mistakes of last year to prevent the misfortunes of next year? It is all easy enough for the intelligent and earnest and energetic merchant who takes his business seriously! He knows why this failed or that succeeded. He knows where any plan falls short of his expectations. He knows that the reflections of last year's business on this year's sales will be very valuable in the general make-up of the life of the establishment.

The important thing is to remember! The important thing is to take the success of last year and make a greater success of the present year. The greatest value of a mistake or disappointment is in using it to steer the business course away from such an error in the future.

What was it your business experiences revealed to you in such a strong way last year, or last week, or yesterday? What was it that stood out so noticeably among the business mistakes or successes of a year ago? What did your business experience suggest to you as a thing to be avoided or to be used only after being improved?

These are vital points in shaping the career of a business establishment. They are vital points in bringing to the successful store a still greater success; in enabling the dismal failure to give a new view of business possi-



bilities and responsibilities and use them in such a way that the business may blossom and improve as a result of eliminating mistakes and improving that which was not quite right.

This is the age of optimism, of course! But there has been much to detract from the same view of business expectations. Some merchants have, for the moment, apparently lost heart. They have lost, it seems, a desire for improvement. Sanity in business will bring the commercial bark through troubled waters to a calm and unruffled sea of success. The storms of the past, the howling winds of alarm, the great waves of disappointment have only strengthened the able mariner to guide his course aright. There is no credit in sailing over a placid sea; there is little satisfaction in business when everything goes along without a jar or hesitation. The great desire is for troubles and ability to overcome them, for perplexities and the solutions thereof. Every day of troubles gives the merchant an opportunity to prove his sterling character, his business strength, his financial ability.

Think of the troubles, then be led away from troubles. Use the optimistic mind to conquer pessimistic disadvantages. Bring the business thought to a bigger realization of what can be done and bring to the daily problems a determination to overcome obstacles.

The mistakes of the past may prove the best thing ever in the experience of the merchant. The successes of the past may be detrimental, if they permit the merchant to forget the need of keen thought and careful attention to details which could bring success.

What has your experience taught you? What disappointment did business develop? Why did these things develop in that way?

Now is the time to get these matters carefully thought out! This is the season when we should apply to every success or failure the scrutiny which will reveal to us the why? It will make the business world more substantial; it will prevent many disappointments in the future,—it will enable more merchants to do more business than they have in the past. Buy wisely, think carefully, proceed cautiously, but proceed determinedly. Put your face to the rising sun of business opportunity; look to the new day for it is bright with possibilities. Every business man can benefit if he can remember the right things and apply them in the right way.

### Bohemian Glass Plants Expand

A recent British report from Prague shows that the present maximum capacity of the Czecho-Slovak glass industry compared with the pre-war level is as follows: Hollow and pressed glass increase, 40,000 tons, or 20 per cent.; window glass increase, 600,000 tons, or 40 per cent.; bottle glass increase, 25 million bottles, or 15 per cent.; cast and mirror glass increase, 9,000 tons, or 17 per cent. The committee of the New Economic Association of Master Glaziers, which forms the glass section of the Czecho-Slovak Industrials Association, have elected as their president Friedrich Heller, director-general of

the "Etablissements Miniers et Industriels anciennement Joh. Dav. Starck," the vice presidents being Constantin Pierie, managing director of the "Glacieries Repnies de Holleschau"; and Dr. Wenzel Horak, director of the Kavalir Glass Works. Rumors are afoot in Paris that the leading window glass works are about to form a Sales Syndicate entitled "Fenestra" with offices at Prague. The syndicate will undertake this sale in common of the products of the leading window glass factories of Bohemia and Moravia.

### What American Buyers Think of the German Market

There has been practically no change in the actual prices of German toys since last year, for as the mark has fallen prices have moved up, is the opinion of G. Gensler, buyer of toys for Meier & Frank Co., Portland, Ore. He reports that there was an unusually large number of buyers at the Leipzig Fair and in other toy markets. The doll lines were good and many novel mechanical models were also shown. "Although we bought a quantity of merchandise abroad," Mr. Gensler said, "we are also buying American toys. I am in the market here for this kind of merchandise, which fits certain needs not filled by the foreign products. Although some stores are holding off their purchases here, believing that a price drop may take place, we are going ahead and placing our usual orders. As far as deliveries abroad are concerned, it depends very largely on your connections. Since we have our own offices there, we believe that we will get all of the merchandise which we contracted for."

According to E. O. Edwards, buyer for the toy department of Hale Bros., San Francisco, Cal., there is a strike in Nuremburg which has cut down the production of metal toys. The destruction of the Marcel factory by fire is another disturbing factor, as this factory supplies about 6 per cent of the German doll heads. "The fluctuations of the mark and the rapid changes in the price lists makes it impossible for the purchaser to figure what his merchandise will cost landed. If you want the goods you just have to go ahead and buy, hoping that luck will be in your favor." Mr. Edwards found prices high in France but that the merchandise offered was attractive.

### Imports to Uruguay

Large supplies of glassware and chinaware are being imported from Belgium, Germany, and Czecho-Slovakia. Discussing the reason why British imports are in an inferior position, a recent report says: "While the sale of British goods has been made difficult by the premium of about 25 per cent at which sterling has been quoted in the exchange market for several months past, the representatives of German manufacturers have had little trouble in securing the major portion of the orders in many lines of business. The premium at which United States' funds have been quoted has been extraordinarily high, the rates of exchange having attained figures which represented a premium of 60 to 70 per cent with the result

that imports from that country have suffered a severe check. Within the reduced number of orders placed by Uruguayan buyers, German manufacturers have done a fairly considerable amount of trade owing to their quotations being invariably very much lower than any others. Despite the fact that the United Kingdom firms have reduced their prices, the premium at which sterling is quoted places their figures in an unfavorable position when in competition with German houses. The latter are sparing no pains to secure a prominent place in this market, and they appear to have cut their prices to such an extent as to have left very little chance of their not obtaining a large share of the available business."

### Domestic Exports

The comparative value of domestic exports for the month of February for the past two years as compiled by the Department of Commerce shows at a glance the considerable decrease which has occurred and how much the value of outgoing merchandise has fallen off as reflected in the figures which follow:

CHINA AND STONEWARE		
	1921	1922
China, porcelain, parian, bisque not decorated or ornamented .....	\$7,932	\$1,428
Decorated or ornamented .....	30,722	1,885
EARTHEN AND CROCKERY		
Not decorated or ornamented .....	609	1,792
Decorated or ornamented .....	4,852	557
All other .....	1,253	155
GLASS AND GLASSWARE		
Glassware, cut or ornamented .....	267	95
All other .....	.....	282
TOYS		
Dolls and parts of dolls .....	3,695	564
All other .....	1,522	1,864

### How's Business?

Despite the drawbacks of cold weather, floods in many sections and labor troubles the basic industries such as building, iron and steel and automobiles which may be taken as a fair index of the general business condition of the whole country, continue to point out that the general trend of business is improving. The optimistic sign of the current week as noted in Bradstreet's survey is the general activity in building, which is a very encouraging factor.

#### IN THE EAST

New York reports an irregular trade, many specialty lines moving slowly but staples moving well in all lines. For the most part collections remain slow, but show some improvement. Retail trade in Boston is rather spotty, some days showing active buying only to drop off. Broadly, the demand is considered equal to that of April, 1921. In Pittsburgh general trade holds its own in spite of the coal strike. All retail trade outside of the strike districts is improved.

#### IN THE WEST

Chicago reports fair buying by interior merchants and the passing of more merchandise to consumers by retailers during the current week. Building is showing more activity, money is easy and collections are improving. In Cincinnati retailers seem fairly well satisfied but collec-

tions remain slow. In Cleveland, cool weather is delaying retail trade in all lines with collections remaining slow. In Detroit retail trade is better but still below normal. There is more employment and while building shows increased activity, building costs are still high, although labor is somewhat cheaper. Money is easier and collections improved somewhat but still slow. Milwaukee reports improvement in trade but says it is still below normal and collections remain slow. In Minneapolis retail trade is good, collections are slow but slightly better. In Des Moines business is improved but collections continue slow. Sioux City reports trade retarded by cool weather, home building active. Omaha reports a general improvement in business, building active, employment situation improved but collections slow.

#### IN THE SOUTH

Baltimore is more optimistic with improvement showing in practically every line but business continues somewhat spotty. Building activity is the one outstanding feature and southern business is showing material improvement. Charleston department stores are doing a fair business with results showing in sales, building is showing rapid improvement and collections fair to slow. In Chattanooga, post-Easter sales have stimulated retail trade but collections are slow. Memphis reports that retail trade is only fair and collections are slightly improved but still slow. Nashville reports building activity, retail trade fair and collections slow. In Atlanta building is active, retail trade in the larger towns fair but dull in the country districts. In Birmingham trade is fair but collections remain slow. New Orleans reports general trade as backward, high water interfering with many lines. Dallas merchants are optimistic, trade is improving and collections are much improved. In Fort Worth rains and floods have seriously affected business in all lines. In Galveston retail trade is quiet, many merchants featuring summer reduction sales and collections remain slow.

### Department Store Sales

Retail sales by department stores in the Second Federal Reserve District, which includes New York, for the month of March were 8 per cent less than in the same month last year, according to figures compiled by the New York Federal Reserve Bank. The reduction in part is accounted for by the fact that Easter was later this year than last and many Spring purchases were postponed until April.

The decline in March sales from those of last year, according to the report, was largely the result of smaller sales by apparel stores and apparel sections of department stores. Sales of house furnishing goods are running well ahead of those of last year, reflecting the heavy volume of residential building in recent months.

An indication of the actual volume of business as contrasted with the dollar value of sales is given by the fact that the number of individual transactions reported for March was 3.8 per cent. larger than those of March, 1921. The average amount of each transaction was more than 10 per cent less, \$2.71, as compared with \$3.03 in 1921.



# What the Retail Stores Are Doing

Timely Notes Which Reflect the Activities of the Day and Show What Progressive Merchants Are Featuring in Many Lines to Promote Spring Trade—Dinner Ware and Art and Gift Goods Well Displayed and Household Utilities Featured

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**A**N unusual assortment of porcelain dinner sets in the housefurnishing department, A. I. Namm & Son, 452 Fulton street, Brooklyn, for which department Simon Roth is buyer, is being displayed. Fine porcelain sets 100 pieces at \$37.00, gold banded and gold knobs on vegetable dishes, with small and large floral designs are noteworthy values. Other sets, 100 pieces at \$16.97 and many sets in open stock gold rimmed and blue borders with floral designs are exceptionally priced. At one entrance of this department delightful examples of marble work statuettes and small busts of celebrated authors are shown to splendid advantage. A special sale of kitchen cabinets at \$45.00 and porcelain tables is being featured on this floor. Casseroles in various sizes and designs, brown pottery and ovenproof glass in sets occupy a conspicuous place in this department.

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In the glass department on the second floor of Mark Cross, 36th Street and Fifth Avenue, there is an extensive collection of American glass stemware. Special attention has been paid to appealing designs in fine cutting and attractive shapes. Sherbet, ice cream, frappé glasses and goblets in hand painted designs are very persuasive. A very unusual and unique assortment of bungalow lamps has a prominent place at the entrance of this section. These dainty lamps are something quite original in decoration and construction. The lamp proper has an ebony base, the shade is round-oblong, blue, pink or yellow frosted glass with green foliage tree decoration. The candle gives a very pleasant lighting effect through the colored decoration. These are seasonable attractions.

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The gas range department in the basement of Batterman's, Broadway, Brooklyn, under the able management of Mr. S. Spingarn, who is also buyer of housefurnishings for the firm, is one of the largest and most comprehensive departments carrying gas ranges in the United States. Here is a large variety at prices ranging from \$35.00 to the small two-hole stove at \$6.98 shown in this section of the housefurnishing department. The makes are all high grade and prices attractive. Mr. Spingarn very tersely remarked, "We do not sell at a loss, but we sell good goods at fair prices." A visit to the gas range department will conclusively corroborate Mr. Spingarn's statement. Refrigerators and ice cream freezers in many sizes and manufacture are largely accommodated in this department. Closely adjoining the gas range section is the housefurnishing division. Brooms, wooden ware, moth bags and furniture polish occupy a large space on this floor. Aluminum and porcelain ware are extensively displayed, as is every

household utility. Long years of guaranteed satisfaction have made Batterman's a household word in Brooklyn.

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Electric irons in several weights and sizes at from \$4.89 up, occupy a special table in the basement of R. H. Macy & Co., 34th street and Broadway. Percolators, toasters in nickle and copper finish, attractively priced, of several manufactures are also shown. The glass division which closely joins the housefurnishings on the same floor is featuring delightful glass flower baskets, at popular prices, in opalescent effects with light green shaded borders and plain glass handles all in graceful shapes especially seasonable for the summer trade. Excellent values are offered in dinner sets with floral designs and colored borders and also English china sets with very showy rose decoration are extremely novel and refreshing. An attractive line of aquariums, some on wrought iron stands in various shapes, and an assortment of aquarium accessories, balls, trestles, etc., are shown at one entrance to this department.

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In the gift art and needle work department of John Wanamaker's, 10th Street and Broadway, there is a large display of small trays with floral design underneath glass. Brass rims and handles add to their attractiveness. These are priced at from 95 cents to \$3.25 each. Noticeable in this department are some excellent values in hand painted candle sticks with small wreaths in grouped flowers, glass hand painted powder boxes and small dusters, also the famous Pierrot and Pierrotte imported dolls, which have created such a furore in this country and abroad. These dolls were primarily designed to depict the poor starving peoples of Europe during the war—a truly aftermath war-doll. They are elaborately dressed in different colored satins, hair of wool and stockinette painted faces, their long slim limbs and emaciated faces truly express the terrible sufferings of war. They are priced at \$46.00 each.

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A very artistic window display is being featured by Ovington, 39th Street and Fifth Avenue. Elaborately decorated and gracefully proportioned Venetian glass candelabra with 6 candle branches, profusely decorated with glass flowers, small glass baskets suspended from each arm filled with the tiny glass flowers, and the whole topped by an ornate floral display, are attracting much attention from passers-by. In the same window is an extensive assortment of dinner sets, blue bordered with gold incrustured rims, and very unusual lemonade sets with large tall pitchers and six glasses rimmed in various colors, and wicker trays in the same charming color scheme.

## CAUGHT IN THE NEWS NET

ON June 1st, Albert Weber, general manager for Herman C. Kupper, is planning to leave on what he terms his first real vacation in several years. He has arranged to sail for France, together with his family, on the Rochambeau for a three months' trip. He will visit his old home at Zurich, Switzerland, and will also spend some time at Limoges consulting with the factory heads at the Ahrenfeldt China plant before returning to this country.

Chas. L. Sebring, President of The Sebring Pottery Co., Sebring, O., made a brief visit to New York the latter part of last week to look after special matters pertaining to the factory's business.

H. Nerlich, of Nehrlich & Co., Toronto, Canada, after spending several days in New York looking around the local market, sailed on Tuesday aboard the Aquitania for a European buying trip.

H. Benedikt is devoting most of his time these days to listening to evidence in the Supreme Court, where he is booked for jury duty this week and next.

L. J. Gaspar, buyer for the John Wanamaker, New York and Philadelphia stores, is a passenger aboard the Baltic due to arrive here on May 7th. He has been in Europe since the latter part of January on a buying expedition.

Wm. G. Benedikt, merchandise manager of the china, glass, lamp and housefurnishing departments for L. Bamberger & Co., Newark, N. J., who has been visiting European markets in the interest of his departments, sailed for home on the Olympic, which is scheduled to reach New York on May 10th.

Harry B. Duncan, President of the Duncan & Miller Glass Co., Washington, Pa., arrived in New York last Friday after visiting his sister, widow of the late A. H. Heisey, at Atlantic City. He spent several days here conferring with his factory's local representative, Paul Joseph, and attending to other special business.

An arrival in town on Monday, on one of his infrequent trips, was Otto Jaeger, head of the Bonita Art Co., Wheeling, W. Va., who is here principally to consult with his local agents, Cox & Company. He announced that he had completed new selling arrangements for his line for Chicago and the West, with E. B. Hill, who also covers this territory for the Duncan & Miller Glass Co.

### H. Benedikt Gets New Line

H. Benedikt, the well known manufacturers' representative, 7 West 22nd street, has acquired the representation of the Royal Cut Glass Co.'s line, Toledo, O., for the New York market. The concern manufactures a fine line of light cuttings and in addition to this have recently added various attractive cuttings in a gold treatment, similar to gold encrusted decorations. Both lines are made in complete lines of stemware as well as other staple articles for table service. Samples are now on display.

### Golf Association to Meet

The annual meeting of the Pottery, Glass & Brass Golf Association for the election of officers and other routine business, will be held today (Thursday), at 12 o'clock noon, at the Hotel Brevoort. The schedule for the season's series of games will also probably be arranged at this time. All members are requested to be present.

### The National Merchandise Fair

The National Merchandise Fair under the auspices of the National Retail Dry Goods Association, will be held at the Grand Central Palace, New York, during the first three weeks of August, it was announced last week. In giving the reason for selecting this city as the site of the fair, Colonel Michael Friedsam, president of B. Altman & Co., and chairman of the General Executive Committee, said, that while many other cities approach more nearly the population and geographical centers of the United States, the manufacturing activities of the country are so large in the East and buying is done in New York to such a large extent, that it appeared imperative to hold the first of the fairs in this seaboard metropolis. Booth space will be allocated to the various lines of merchandise in the same proportion that they contribute to the general volume of business of the average department store, the purpose being to develop a well-rounded exhibition. The plans in hand call for a layout of exhibits along the lines generally followed in the average department store.

The General Executive Committee, of which Colonel Friedsam is chairman, consists of: George W. Mitton, the Jordan Marsh Company, Boston; Samuel Mundheim, the Kaufmann Department Store, Inc., Pittsburgh; L. C. Nash, the Burgess-Nash Company, Omaha; S. W. Reyburn, Lord & Taylor, New York; Franklin Simon, Franklin Simon & Co., New York; Morton Snellenburg, N. Snellenburg & Co., Philadelphia; Elmer A. Stevens, Charles A. Stevens & Bros., Chicago; Percy S. Straus, R. H. Macy & Co., New York; Oscar Webber, the J. L. Hudson Co., Detroit; M. L. Wilkinson, Scruggs, Vandervoort, Barney Dry Goods Company, St. Louis, and Ira M. Younker, Younker Brothers, Inc., Des Moines.



## Taiyo Trading Co. Add Domestic Line

The well known Japanese importing concern, the Taiyo Trading Co., 101 Fifth avenue, have taken the agency for the Wyllie China Company's line of dinnerware for New York State, Pennsylvania and the New England states. The full line of samples from the factory are now on view at their salesroom. This is the first time that the concern has handled anything outside of Japanese goods.

## Obituary

EDWARD MENGE

To a wide circle of friends and acquaintances in the pottery trade, the death of Edward Menge, which occurred at his home in East Liverpool, O., Sunday, April 26, after a long illness, is a source of sorrow. A native of Wheeling, W. Va., Mr. Menge has been identified with the pottery industry practically all his life. Beginning his apprenticeship when a boy he hewed close to the line and through the demonstration of sterling qualities won the esteem of all who knew him. For several years he served as secretary and treasurer of the National Brotherhood of Operative Potters and later was elected president of this organization. As a token of respect to his memory, all members of The United Potters Association closed their plants in the East Liverpool District upon the day of the funeral, which was held on Wednesday.

## Buyers in New York

APRIL 27, 1922.

Mr. Ames, mdse. manager, Rike Kumler Co., Dayton, Ohio, 225 5th Avenue.

T. J. Gill, china and glassware, Emery, Bird, Thayer D. G. Co., Kansas City, Mo., 25 Madison Avenue.

J. W. Power, house furnishings, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.

C. E. Ferris, mdse. manager, Berwick Stores Co., Berwick, Pa., Pennsylvania.

W. W. Taylor, house furnishings, D. M. Reed Co., Bridgeport, Conn., 404 4th Avenue.

P. H. Johnson, toys, Hayden Bros., Omaha, Neb., 252 4th Avenue.

L. Neubrik, toys and china, Crowley Milner Co., Detroit, Mich., 120 West 32nd Street, A. Fantl.

APRIL 28, 1922

T. J. Gill, china and glassware, Emery, Bird, Thayer D. G. Co., Kansas City, Mo., 25 Madison Ave.

Joseph Morris, house furnishings, Joseph Morris, Trenton, N. J., Imperial.

A. A. Witz, mfrs. lamp shades, Hamilton Lamp Shade Co., Chicago, Ill., Pennsylvania.

APRIL 29th, 1922.

M. Kahn, mdse. manager, Chicago Mail Order Co., Chicago, Ill., 368 6th Ave.

T. J. Gill, china and glassware, Emery, Bird, Thayer, Kansas City, Mo., 25 Madison Ave.

W. C. McGregor, china and glassware, H. P. McGregor & Co., Wheeling, W. Va., McAlpin.

MAY 1, 1922.

H. A. Peters, lamps, The May Co., Cleveland, Ohio, 37 West 26th Street.

S. G. and A. A. Dowds, general mdse., A. A. Dowd D. G. Co., Mt. Vernon, Ohio, Pennsylvania.

L. S. Broida, house furnishings, J. S. Broida, Parkersburg, W. Va., care Hoffman & Hartblay, 117 West 33rd Street.

MAY 2, 1922.

A. P. Bond, toys, Wise, Smith & Co., Hartford, Conn., 33 Mercer Street.

W. M. Sporborg, mdse. manager all departments, D. B. Love-man & Co., Chattanooga, Tenn., care Baer & Lilienthal, 1150 Broadway.

P. L. Beck, domestic toys, Amer. Wholesale Corp., Baltimore, Md., 354 4th Avenue.

J. W. Waldorf, house furnishings, china and glass, Hoschild, Kohn & Co., Baltimore, Md., 220 5th Avenue (Atkins).

R. M. Dean, toys, R. H. White & Co., Boston, Mass., 432 4th Avenue.

MAY 3, 1922

P. L. Beck, toys, Amer. Wholesale Corp., Baltimore, Md., 354 4th Avenue.

H. C. Koch, housefurnishings, Ottenheimer Bros., Baltimore, Md., Pennsylvania.

Mr. Claussen, toys, L. Klein, Chicago, Ill., care Fellows Buying Co., 1164 Broadway.

Miss A. S. Krauch, toys, L. S. Ayres & Co., Indianapolis, Ind., 225 5th Avenue.

## Business Briefs

The National 5 and 10 Cent Stores, Inc., has opened a branch store in Shelby, Ind.

The Reliable Supply Co., 594 Tenth Ave., New York, has filed a petition in bankruptcy.

The entire stock of the Ben Tudor variety store, Decatur, Ill., has been sold to Ben. Christopher and James Micilotti and the new owners have taken possession.

When the H. A. Meldrum Co., Cleveland, O., department store was sold at auction last week to the highest bidder, the Bailey Co. purchased it for a price of \$451,144. The sale covered all assets which are reported to be inventoried between \$500,000 and \$600,000.

S. S. Kresge Co. are planning to build a new glazed store, two stories high, at 118 West Water St., Buffalo, N. Y. This store will be one of the company's chain of 25 cent to \$1 stores.

The Lewis Mfg. Co., Louisville, Ky., has been recently organized with a capital of \$25,000 for the purpose of manufacturing kitchen utilities.

H. C. Wenger, who purchased the Eyster House furnishing store, 70 N. Main St., Chambersburg, Pa., has reopened with a new line of goods.

Ellis Bros. & Joseph, Binghamton, N. Y., are contemplating the erection of a \$25,000 addition to their house-furnishing and department store.

Keim's Art and Gift Shop, Pottsville, Pa., has reopened after being remodelled with new and better displays of crockery, pottery and other gift and art goods.

The Arrington & Miller Co. has been incorporated in Jacksonville, Fla., with a capital of \$15,000 to conduct a crockery and glassware business in Havana, Cuba. Claude B. Arrington, president; F. D. Miller, secretary and treasurer, are the chief incorporators, both residents of Havana.

# Pointers and Market Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest in Beautiful, Useful and Appealing Wares, Selected from the Most Representative Makers in the Crockery, Glassware, Lamp and Allied Marts of Trade

## Crooksville Line Pleases

**A**MERICAN dinnerware as exemplified by the products of representative potteries is attracting a generous share of buyers in the local market and the line of the Crooksville China Co. displayed by Guy Cooke, New York representative, 200 Fifth Avenue, is one of the most varied and attractive ever offered by this well known manufacturer. The artistic "Columbia" shape is particularly well adapted to display to good advantage a pleasing line of decorative treatments. Border effects which continue in undiminished demand by the public naturally predominate and one very striking pattern is known as D-21. Another very appealing decoration is a charming scroll border with gold edge and handles. Among other patterns D-8 and D-10 may be cited as distinctive items, combining the graceful Columbia shape with a colorful and charming old-fashioned spray decoration.

Mr. Cooke is also showing a line of vases, bowls, etc., from the A. E. Hull Pottery Co. This artistic ware known to the trade as "Petina" ware comes in green, blue, brown and gray in a charming antique finish.

## Taiyo Offers Varied Line

The stock of Japanese merchandise at the salesroom of the Taiyo Trading Co., 101 Fifth Avenue, offers a comprehensive display of Oriental goods. This well known importing house has achieved a reputation in the trade as "the house of cups and saucers" and is now offering a full line chinaware, making a specialty of short lines and tea sets and popular priced dinnerware. Among the novelties may be mentioned a comparative new arrival in the form of sweetmeat and relish sets, with pheasant motif forming a colorful decoration. These sets in novel hexagonal shape are contained in lacquered boxes in red and black with attractive scenic decorations in colors. Among the art and gift goods, buyers will be interested in the display of "Satsuma" ware in incense burners, candlesticks, etc., and a noteworthy line of "Awaji" ware in a large and varied line of tea sets, flower bowls and other charming items.

## Tuthill's Rock Crystal Glassware

One of the most attractive showings of high grade cut glassware and one which has received many complimentary remarks among the trade is the showing of the Tuthill Cut Glass Co. line recently acquired by J. Carl Underwood, 170 Fifth Avenue. This is the first time that this representative line has been shown in the city and one of the distinctive items is a 5-piece rock crystal table set consisting of a 14-inch rolled-edge bowl, a pair of 10-

inch candlesticks and 2-footed, 8-inch bonbons with the characteristic rolled edge. The cutting in grape leaf and cluster of grape design is very effective and beautifully executed on the best selected blanks. Other items include refreshment sets consisting of pitchers and tumblers to match, the cutting, and engraved in the "grape" design further enhanced by a finely cut star band near the bottom of tumblers and pitchers. A footed rose bowl in the same delightful combination is likewise shown, and the display of oils and vinegar bottles in many appealing shapes, vases, celery trays, salad sets, fruit and nut bowls, flower baskets, sugars, creams, bonbons and a novelty in the form of an artistic cut cigarette jar. A line of appealing stemware in a variety of shapes and engravings decorated in the finest Swedish blanks is displayed as are spoon trays in the "York" cutting, bonbons, etc., in the Rosette, Wistaria, Ivy and Poppy designs and distinctive cake plates, etc., in the striking "Rosemary" pattern.

## Interesting Exhibit of Dresden China

June 6th, 1922, will be the two hundred and tenth anniversary of the manufacture of Dresden, or Meissen China. The factory was removed from its first location at Dresden in Saxony to Albrechtsburg in Meissen nearby on the Elbe River within one year from the establishment of these famous potteries in 1709. This oldest China, manufactured in Europe, has always been very popular in this country and it will be good news to many buyers that it may now be obtained from the factory's direct sales representatives, B. Tomby, Inc., 9 East 47th Street, at approximately prewar prices. A considerable stock is now maintained of all the best known patterns such as the Blue Onion, Single Rose and Grape Leaf, as well as special plates, cups and saucers in all the well known Dresden hand painted decorations. The display also includes the charming Dresden statuettes, sheppardesses, dancing figures, animals, birds, etc.

## Refreshing Refreshment Sets

The Economy Tumbler Co. have recently sent their New York representative, Cox & Company, 120 Fifth Ave., a grape piece set, water set and lemonade set, that is sure to be received with enthusiasm by buyers. They are really refreshing to look at in a crystal crackled ware that would be difficult to improve upon, and emerald green handles which offer a beautiful contrast. The sets are at once suggestive of cool summer drinks. It is a charming combination that is simply irresistible and it is easy to predict great success for it at retail. It is one of those dainty things that immediately attracts the eye and makes one feel as though they should like to possess one.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

**D**EMAND for high-grade dinnerware continues active with practically all pottery manufacturers in this district, although it is admitted that inquiries for low priced patterns are not as generous as the trade would like to record. Quite an improvement is reported in the receipt of new business from the New England territory. Plants throughout the eastern Ohio territory are operating on good schedules, and according to managers, order files contain sufficient business to continue such schedules for some months to come. In the meantime, however, additional business is being received, therefore workers are insured of rather steady employment.

E. D. Moore, for many years credit manager for the Knowles, Taylor & Knowles Co., and later with the Jefferson Glass Co., of Follansbee, W. Va., occupying a similar position, but of late assistant cashier of the Citizens National Bank here, has been appointed financial advisor of the Chicago Presbytery of the Presbyterian church. He will be in direct charge of the accounting systems of about fifty institutions associated with the Chicago Presbytery.

The plant of the Jackson Vitrified China Co., of Falls Creek, Pa., is not working on an active schedule. The clay shops have been idle for a fortnight, but early resumption is anticipated.

Some buyers of dinnerware are urging manufacturers to make quick shipments of orders now on file. "It looks like old times to see such letters come to the desk," declared the correspondent of one of the larger plants in this district, as he read from a letter: "'Please advise how soon you can ship our order which we placed with you early in the year.'" Several such communications have been received in the district of late, and they would indicate that particular distributors are anxious to receive merchandise.

W. E. Wells, of the Homer Laughlin China Co., a few days ago spoke before the Wheeling (W. Va.) Credit Men's Association, his address being the same as he delivered at the annual banquet of the Pottery, Glass and Brass Salesmen's Association in New York early in the season. Mr. Wells will also attend the annual meeting of the West Virginia Manufacturers' Association which will convene in Clarksburg May 25-26, as will Otto Jaeger of the Bonito Art Glass Co., of Wheeling.

Judge James G. Moore, in Common Pleas Court No. 1 at Lisbon, this county, late last week refused the ap-

plication for a receiver for the United States Decorating Co., of Wellsville, O. The court observed that it would not disturb the affairs of the company without further evidence of mismanagement.

Edward W. Clinton, a local dinnerware broker, left this week for a western and southern business trip. He will show patterns now being decorated in plant which is under his direct control.

Pottery machinery manufacturers here have been informed of the formation at Trenton of the Acme Pottery Works, with a capital stock of \$100,000. The new concern is headed by Noah H. Boch, of Rahway, N. J.

B. E. Salisbury, president of the Onondaga Pottery Co., was toastmaster at a banquet in Syracuse, N. Y., recently when Joseph W. Fordney, chairman of the House Ways and Means Committee, spoke before the Syracuse Manufacturers' Association. It is recalled that Mr. Fordney also addressed the United States Potters' Association during its meeting at Washington, last December.

Pottery managers have been active during the last fortnight placing orders for their 1923 line of decals. It is at this season of the year when the bulk of the new designs are ordered. German-made decals are the cheapest offered the trade, while the English offerings are remaining at former levels, with this exception, a definite market is being quoted instead of "price prevailing at time of shipment." American decals are remaining firm. It is also reported that deliveries of decals are more prompt than formerly. The new designs run strong to borders, although a number of new sprays and specials are being offered the trade.

Joseph C. Davis, salesman for the Knowles, Taylor & Knowles Co., is spending several weeks covering the eastern territory.

"We can see quite an improvement in demand for dinnerware within the last few weeks," declared W. E. Brown, general manager of the East Liverpool Potteries Co. "There has been a decided improvement in the situation throughout the New England states, and there is an increased demand for ware from other sections as well. Speaking in a general way, we're quite pleased with the situation."

W. C. Lynch, sales manager for the Taylor, Smith & Taylor Co., has been spending the last few days making a special trip through western Ohio and Indiana.

It is not at all likely there will be any reduction in the price of pottery packages this year. Operative coopers have just signed a working agreement, handed down by a board of arbitration which included three ministers, and which provides that the present scale, effective as of April 30, shall become operative May 1 and continue effective for one year from that date. In other words, the wage scale remains unchanged.

F. H. Obermeyer, general manager of the Krenning, Westerman China Co., of St. Louis, Mo., spent several days in the district late last week, he being the only jobber registered for the week in the district. "Things continue to look brighter all the while," he said. "Our salesmen are doing a larger business than even earlier in the year, and this means that our stocks are moving." Specifications for additional requirements were placed by Mr. Meyer while he was here.

All resolutions which will be discussed at the forthcoming convention of the National Brotherhood of Operative Potters in Atlantic City in July will be in the hands of the head officers here May 1. Just how many of these will have to do with suggested changes in the wage scale for the next fiscal year cannot be determined at this time. One outstanding feature of the trade this year is that less strife has prevailed within the shops than for some years past, a greater spirit of harmony now prevailing.

A number of pottery manufacturers, effective as of May 1, started operating their plants under the daylight saving schedule. The rule is not general in this district, only particular plants working under the plan.

A quotation of \$21 per ton for packing straw was received by local pottery manufacturers this week. This is the highest market announced here in years. Several cars were bought at this price, as straw is admitted a rather scarce article.

### An Interesting Bit of History

The benefits of membership in trade associations is so well understood and is taken advantage of by so many, that it is difficult to picture so important a branch of business as the crockery and glassware trade, without a central and efficient organization through which all firms and individuals could unite and pool their interests to promote the welfare of those engaged in this line of business. But, such was the case thirty-nine years ago, and at a conference of crockery and glassware jobbers held in Boston in 1883, the sentiment was so favorable to the formation of a representative association that an executive committee was appointed to undertake this work, of which W. Rowland Norcross of Boston was chairman, and J. G. A. Fisher of Philadelphia was secretary, and the latter kindly handed us a few days ago the original papers pertaining to the organization of a jobbers' association.

The initial communication, dated Boston, June 22nd,

1883, was sent out to all the jobbing trade of the United States, with an invitation to meet at the Monongahela House, Pittsburgh, on August 8th, 1883, for the purpose of organizing a National Association of the Crockery and Glassware Jobbers of the United States and Canada, for the purpose of "the regulation of the credit system to protect members from loss in granting credits; the abolition of the specific charge for packages containing glassware by the manufacturers, and to urge the adoption of such other measures as would be beneficial to the best interests of those in the trade."

A second letter to the trade, dated Philadelphia, July 19th, 1883, was signed by the following comprising the Executive Committee:

H. P. Chandlee, of Chandlee, Quarles & Co., Baltimore.

Henry Russell, of Henry & Nathan Russell, New York.

H. B. Grier, of Chapman, Grier & Co., Chicago.

Chas. A. Rogers, of Rogers & Co., Boston.

J. G. A. Fisher, of Fisher, Son & Co., Philadelphia.

Daniel Young, of Young, Keiper & Co., Philadelphia.

H. F. Hughes, of J. P. Smith Son & Co., Pittsburgh.

Wm. Somerville, of Missouri Glass Co., St. Louis.

Arnold Witmar, of A. Witmar & Co., St. Louis.

W. Rowland Norcross, Boston, Chairman.

J. G. A. Fisher, Philadelphia, Secretary.

A permanent organization was formed at that meeting in Pittsburgh, which continued in existence for several years.

### Business Briefs

S. S. Kresge Co., Springfield, Mass., are contemplating rebuilding the old buildings now occupied as a 5 and 10 cent store and remodel the new 25 cent to \$1 store. Upwards of \$50,000 will be spent in improvements.

A new crockery and glassware store in the Flaherty building, Elizabeth Street, Ansonia, Conn., will soon be opened by Samuel Jacobson.

F. W. Woolworth Co. are constructing a new building on Alvarado Street, Monterey, Calif. It will be a large and substantial structure with a brick and concrete front.

Paul Gerber, Yardley, Pa., has opened the department store in this town, running it in connection with his established store in Morrisville.

The Wolf Blitz Glass Co. has been formed at Louisville, Ky., with a capital stock of \$50,000, by Frank D. Russell and associates.

The B. H. Field Co., New York, has been incorporated to conduct a general chinaware and kitchen utensil business with a capital of \$50,000, the incorporators being B. H. and R. M. Field and R. M. Miller.



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

WHILE the end of the first quarter of 1922 found the glass industry emerging from the business depression which began in the summer of 1920 and reached the low level during the summer of 1921, the evidence of recovery today is unmistakable. This is noticeable in practically all generalware glass factories in this section of the country. While it is true that the demand for some lines show more or less apathy, yet on the whole, new business is in rather favorable receipt. This situation with the manufacturers then does prove that distribution of glass products is on a wider and more liberal scale than has been experienced heretofore this year.

The United States Glass Co. is reporting considerable demand for its new "Dunmoyle" pattern, which is having liberal call from cutters. The entire line is not only suitable for cutting purposes, but decorators have added it to their line in a number of instances. The "Dunmoyle" line as a unit has proved one of the most popular this company has displayed this season.

Glass salesmen returning to home offices here advise that the National 5 and 10-Cent Stores, Inc., have opened another store in Shelbyville, Ind.

Official advises have been received by credit managers of local glass firms that the E. W. Edwards & Son Co., of Syracuse, N. Y., have bought the H. A. Meldrum Co., department store at Buffalo, N. Y., for \$451,144. In addition to their Syracuse store, the Edwards interests also operate a large department store at Rochester, N. Y. The china and glass department of the Meldrum store has been considered one of the best in the Buffalo district.

At a meeting of the board of directors of the Bonita Art Glass Co., at Wheeling, W. Va., a dividend of two and one-half per cent was declared on the preferred and common stock as of record December 31 last. Secretary and general manager Otto Jaeger has reported a favorable increase in demand for the output of this plant and to the board recommended the construction of an additional 70-foot lehr to take care of increased business. This will aid the company in doubling its production by June 1. George E. House, president of the company, is optimistic concerning the future as it relates to this corporation, as sales have been increasing steadily during the last three years.

Shares of the United States Glass Co., were ordered on the local stock exchange late last week at 53, par 100.

No bids were announced. This company has been consistent in dividends during the last six years.

After being idle a few weeks, activity has again resumed in the paste mould department of the Star Glass Co.'s plant at Star City, W. Va. This company is making a feature of lighting glassware.

When the Owens bottle machine was perfected, glass manufacturers were amazed at the volume of output possible. Now, however, a new plural mold has been perfected to be used in connection with the Owens machine, and therefore the capacity of a machine has been greatly augmented.

Glass furnace builders here have been informed concerning the formation of the Australian Glass Mfg. Co., of Brisbane, Australia. American equipment is to be used in this plant. Sand deposits near Auckland, N. Z., will be utilized. Although not a large country, glass manufacturers in the Pittsburgh district have been exporting considerable ware to the Island annually. The United States Glass Co. maintains a regular sample room in Australia.

Contrary to reports, the Lippincott Glass Co. does not propose to abandon the manufacturing of chimneys. The firm is at a loss to understand how the rumor started.

Inquiry for soda fountain and soft drink glassware does seem to increase as the season advances. There is practically no change in market conditions, and as the line sold only on a nominal scale early in the year, additional stocks are now in demand for early shipment. The staple items in the line are in heaviest request, although there is more or less inquiry for some of the specialties that have been catalogued.

Lighting glassware manufacturers in this market this week were more optimistic over current business conditions than for many months. The sales department of these different plants merely pointed to the reports from all parts of the country anent the building situation, and gave a knowing smile. All of which does prove that the demand for lighting glassware shows a decided improvement.

Flower baskets and vases, more especially bud vases, have been in favorable request during the last ten days.

## Standing Tests for Glass Tableware

An article on standard tests and specifications for glass tableware and a paper on the subject of disintegration of soda-lime glass in hot water was presented by a member of the Bureau's staff at the meeting of the American Ceramic Society recently held in St. Louis.

The most important result of this meeting was the dropping from the classification all those descriptions of glass which are quite commonly employed but which do not represent the qualities of glass usually supplied or which are a duplication of glasses already included.

The committee recommended that this classification and nomenclature be incorporated in a report with complete tentative specifications, so that the material will be in shape for the discussion of the whole problem by the entire committee. This work is being carried out with the expectation of holding the next conference about May 1st.

Arrangements have been made for some very important cooperative work between the Bureau of Standards and the Enamel Division of the American Ceramic Society, as well as manufacturers of steel and enameled ware, looking to the solution of problems particularly affecting enameled metal products. These problems are: The warping of steel and iron, and the relation of composition of cast iron to the blistering of the enameled coating. These cooperative investigations will be under the direction of the Bureau which will also handle the

work of a metallurgical nature which will also be involved. At a recent conference held at the Bureau of Standards to consider the tentative specifications for enameled kitchen ware, about 20 members of the Sheet Metal Ware Association were present and the general features of the specifications were approved.

## Business Briefs

The Catskill Cut Glass Works, Catskill, N. Y., has been incorporated by P. T. Loud, W. P. Golden, and C. C. Clarke, with a capital of \$25,000.

F. Rogers & Sons is one of the recent New York incorporations to conduct a general department store. Capital \$500,000; incorporator, H. J. Rogers, 2 Fountain Place, New Rochelle, N. Y.

The Alden Studios, 427 Glencoe Ave., Highland Park, Ill., were incorporated last week for 400 shares no par value. This concern will manufacture and deal in novelties and artificial flowers. Those interested in the firm are L. F. Harris, E. O. Harris, and F. L. Cheney.

J. Robinson, 7705 Grand Avenue, Des Moines, Ia., has opened a new crockery and glass store with a full line of dinnerware, glassware, silverware and household wares, conducting a wholesale department in granite and aluminum wares exclusively.

# REMOVAL NOTICE

## *La Porcelaine Limousine*

Formerly

*M. Redon*

*Alfred G. Moment*

*Agent*

Announces the removal on May 1st of their office and salesroom to

**39-41 West 23rd Street**

**N E W Y O R K**

in the heart of the Uptown District, where over double the space and greatly improved facilities for showing the line are afforded.



# BOSTON NEWS NOTES

BOSTON  
REPRESENTATIVE  
98  
MAY STREET  
NEEDHAM  
MASSACHUSETTS

**A**MONG the buyers in town during the week were John Hall of the Shepard Co., Providence; Everett Mills of the R. A. McWhirr Co., Fall River; Mr. French of W. & S. Blackinton, silversmiths, North Attleboro; Harold MacMillan of the Bon Marche, Lowell, and Harry Hollander of the Outlet Co., Providence.

A new iceless refrigerator under development for the past year or more is the product of the efforts of James Loggin who has opened an office as the American Iceless Refrigerator Co. at 99 Bedford street, Boston. The device is an all metal container and works on the principle of evaporation of water through a cloth blanket kept wet by capillary attraction. The idea, says Mr. Loggin, was first used in India 1,000 years ago and is the same as was used on the soldiers' canteens during the late war. Three shelves about eight inches across provide spaces for butter, milk and "small bits" according to a government treatise on the subject and will keep butter hard for thirty-six hours. A metal container punched with 81 holes to the square inch makes it flyproof and the whole device folds up into a package which could be contained in a Boston bag. The claim of the inventor for cleanliness and efficiency of the cloth wick instead of a pottery evaporating space is well substantiated. It is expected that the "refrigerator" will fill a big gap for the summer camp and in the tropics as well as for general household use. Samples are now being shown at the Bedford st. office.

Two men, John J. Coveney of East Sixth street, South Boston, and Frank Burkholzer, who gave an address on Huntington avenue, Roslindale, are regarded by the police as the first two of a gang of crockery thieves who have looted a warehouse of the L. W. Thompson Co., at 24 Kneeland st. They pleaded not guilty and their case was continued for further investigation. A restaurant on the midway at Revere is believed to have been the repository for a quantity of the crockery. Officers expect to recover a large part of the loot.

Foreign propaganda is responsible for the supremacy of the foreign steamship lines in New England according to Former Mayor John F. Fitzgerald speaking before a sub committee of the United States Shipping Board. The ex-mayor also charged that local commercial organizations are guilty of inertia in failing to promote the interests of American shipping. Mayor Curley expressed his belief that New England will not have prosperity until the differentials in freight rates from New England are removed. The hearing was held in the interests of the alleged inadequacy of American flag tonnage from these ports and was under the auspices of the New England Chambers of Commerce.

Harry Wheeler, 161 Summer st., is showing several new exclusive lines of candlesticks, fruit bowls and fruit sets, candy boxes and flower bowls and vases made by the Lancaster Glass Co. of Lancaster, O. They are made in Blue, Coraline Maroon, Canary, Taupe, Light Gray, Irridescent and with a gold stripe.

George A. Granville is unpacking several new patterns in Knowles, Taylor and Knowles dinnerware at his sales room, 111 Summer st. They are tastefully decorated in sprays and conventional borders in very pretty colorings. They will be on display during the week.

George M. Turner, who has been buyer for the New Bedford Dry Goods Co., has severed his connection with the firm and is now with the Timothy Smith Co., where he is assisting George Smith. The Timothy Smith Co. are among the oldest of the Boston department stores although located in what was once known as the Highlands, now Roxbury. They are the ones who carry in their advertising "The store where your grandmother traded."

To satisfy a growing demand for ship models H. P. & H. F. Hunt have brought out a line made by the Mill-craft Shops showing nearly a dozen different styles of marine craft dating from 1300 B. C. to an American man-of-war dating in the 1812 period. The ships are executed in wood of  $\frac{7}{8}$  inch stock showing one side only although the ship is rigged according to the period. For den or library decoration they are proving very popular. Several other models are to be added during the next few weeks but at the present samples shown are of the Egyptian River boat 1300 B. C., Greek Man-O-War 500 B. C., Viking, 1000 A. D., Venetian Argosy of the Middle Ages, a Spanish Galleon of the 16th Century and Chinese Junk and our own Frigate Old Iron Sides.

The Chamber's Committee on Foreign Trade sent a letter of protest to Secretary of State Hughes and to Senators Lodge and Walsh last Friday against the present increase of \$10 for the issue and vise of passports. The letter stated that such action would tend to decrease foreign trade and might result in diminished manufacturing income.

Miss Lillian Henderson, Bangor, Me., has purchased the McDonald property on Water Street and will move her variety store into the building.

Irving's Variety Store, Norwich, Conn., has opened with a full line of crockery and house furnishing goods, making a specialty of 10, 25, 50 and 75 cent articles.

# Novelties of Beauty from Many Shops in Fascination Lane

A Page of Selected Items Gleaned from Many Dependable Sources and Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods, Which Will Attract Your Trade and Persuade Them to Buy

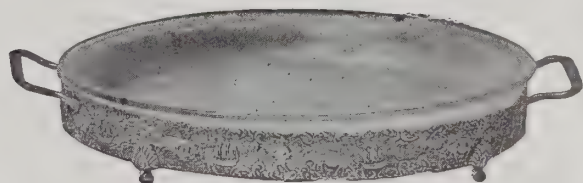
By BEATRICE MILLER WISNER

## Meritorious American and Holland Silverware

**L**EGENDS of Holland, Hans Brinker and his silver skates, is recalled in the exquisite examples of Holland Ware, Sheffield on Copper, manufactured by M. W. Carr & Co., West Somerville, Mass. It is pleasurable to be reminded through truthful reproductions of scenes along canals and old historic villages of the life which has made Holland romantic and beautiful.



In the Holland Ware there is portrayed by truthful conception, old Dutch scenery both interesting and picturesque. The base metal is of heavy rolled copper, embossed and assembled with heavy cast white metal handles into various articles in native Dutch designs. Each piece of Holland Ware is heavily electroplated with nickel and silver, after which it is oxydized and twice lacquered, which makes it non-tarnishable. The casserole pie plate frames are mounted with Pyrex glassware, while the other articles which are fitted with glass are mounted with the best blown and pressed glass, both plain and cut. For weddings, birthday, shower, bridge and many other favors, Holland Ware stands preeminent in its truly



artistic and historic designs for gifts of merit. Gift shops are quick to recognize the desirable features of this popular ware, and will find a full line, comprising relish dishes, castors, vases, tea strainers and a vast variety of equally unique articles displayed at the factory and at 200 Fifth avenue, New York City. The illustrations above are only two of the extensive collection.

Thirty

## French Dressing Bottle—Unrivalled Conception

Bringing a dining table necessity to the pinnacle of artistic development was the conception of a woman who realized that to make French Dressing properly and in one operation needed a bottle proportioned and graded for that purpose. From this practical and novel idea evolved the T. G. Hawkes & Company, Corning, New York, French Dressing Bottle. The illustration shows a dainty crystal bottle exquisitely engraved by the copper wheel process and graded for the ingredients of oil and vinegar, which can be mixed in this special and useful bottle by simply pouring the vinegar to the right line marked "Vinegar" and add oil to the line marked "Oil" and with the addition of salt and pepper, can be mixed at table a delicious French Dressing. This is not only an extremely ornamental bottle, but so efficient in its service, and withall so economical, that it has become a real necessity and has found its way into the homes of those who appreciate tasteful fine crystal for table service. The Hawkes truthful execution in the art of high grade crystal, makes this little utility a beautiful gift for brides, and for crystal weddings it stands unrivalled.



## Pottery of Excellence in Harmonious Colors

Pottery has a special appeal, and those interested in interior decorations of unique and original character are enthusiastic over ornate objects in tasteful colorings. There is always a place in the home organization for an artistic and well modeled vase, candlestick or flower container, and any little nook can be made a real art center when an unusual ornamental jar or vase is employed to promote an atmosphere of refinement and good taste. The Van Briggles Tile and Pottery Company, 1125 Glen Avenue, Colorado Springs, Colorado, are manufacturers of unusual bowls and vases in the Van Briggles glaze; Mulberry shaded to Blue, also Turquoise shaded to Dark Blue, characterized for artistic shading and exquisite coloring. The season is now approaching when vases and flower containers have a compelling influence, and as the summer advances are necessary piazza accessories. When the long stalked plants are used for decorations, the high standing and long necked vases are correct.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

LYON & HEALY, one of Chicago's oldest musical houses, held a Lamp Show last week in the Lamp Department opened some time ago. Thirty-six different styles of Art, Floor, Bridge and Table Lamps were displayed. It is quite a novel idea for a musical house to advertise a lamp show such as Lyon & Healy have done, but they are successfully selling lamps in connection with pianos and victrolas. Since this store has installed a lamp department, several other large musical houses in the city have followed their example.

Lighting glassware has been in good demand for the past two months in Chicago, due to the building boom. Many large office and apartment buildings are being erected this spring and the number of private homes to be built this year is far in excess of any previous year in the history of the city. The demand for lighting glassware is expected to continue good right through the spring and summer months.

The Gifts, Art Wares & Novelties Association of Chicago met at the Palmer House last week for luncheon and business session on Monday. John L. Bowman, who is president of the Chicago Pottery, Glass, Lamps and Housefurnishings Association, was present and gave a talk offering valuable suggestions for the direction of the work of the new organization, which will hold a Gift Merchandise Show at the Palmer House, August 7 to 12. President W. C. Owen also talked, reviewing the work of the association. The other officers of the association are: Wayne C. Collins, vice-president; Karl V. Gambell, second vice-president; O. A. Larson, third vice-president; Melvin Flesham, treasurer, and C. L. Geesey, secretary.

John S. Ward, Heyworth Building, left recently for an extended trip through the Southeastern states where he will visit the larger department stores and gift shops. Mr. Ward's lines include some of the most popular colored glassware, lustre ware, lamps and aluminum goods on the market.

The Avalon Iron Works, Inc., 7559 S. Chicago avenue, received a state charter last week. The company is incorporated for \$5,000 and will manufacture and deal in wrought iron lamps. The members of the firm are B. Bulka, A. H. Cohen and G. B. Cohen.

The Fostoria Glass Co.'s Chicago office has secured the services of Russel W. Bringham as salesman. Mr. Bringham has had considerable experience in the crockery and glassware business and should prove a valuable addition to the Chicago staff of the Fostoria Glass Co. He was formerly connected with his father, W. A. Bringham,

a well known crockery and glassware man of Bloomington, Ill. He will work Chicago and nearby territory for the present.

H. S. Jelonak, formerly manager of D. Saunders & Co. returned to Chicago last week, after a month's stay in Hot Springs, Ark., where he has been resting following an illness.

The Tolpin Studios, decorators and importers of fine china, are now ready to offer the trade their products in a wholesale way. Gold encrusted dinnerware is a specialty of this studio, but they also offer some dainty and beautiful hand painted china pieces. Emil Tolpin, director of the Studio, was connected with the Rivir Studios for one year and six months and with the Pickard Studios for ten years. He is an experienced artist and china decorator. The offices and studios are located at 3620 W. Roosevelt Road.

The Boudoir Specialty Co., 728 S. Wabash avenue, was incorporated last week under the state laws of Illinois for \$5,000. The firm will manufacture and deal in lamps and household specialties. Those interested in the company are Herman W. Meyer, George D. Stricker and Mabel M. Swanson.

The Atlas Wood Turning and Novelty Co. of Chicago was dissolved last week.

E. M. Meder, manufacturers' representative with display in the Shops Building, recently received an importation of silk lamp shades from France, including table and boudoir sizes. These are most unusual in both design and color schemes, and with their popular prices should prove excellent sellers.

F. Miller, housefurnishings buyer from Hastings, Mich., was in the Chicago market recently on a buying trip.

The popular line of colored glass bowls, stands and flower holders made by the Japanna Specialty Co., Grand Haven, Mich., is now on display in the show rooms of W. C. Owen, art ware wholesaler. This company is the originator of the glass flower holders now being used extensively with flower bowls.

The Hart Pederson Glass Co. is a new concern recently incorporated in Chicago. The capital of the company is placed at \$10,000. Incorporators are W. V. Hart, Paul Pederson and M. Duffey, 3242 Carroll Ave.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

Visit the

## PALMER HOUSE



And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East  
Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
decorated.  
Aluminum for special sales and high  
grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear. 4700

**E. M. MEDER**  
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*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**

Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.

*Representing*  
**MERCER POTTERY CO.**, manufacturers  
of Quality Dinnerware and Hotel Ware.  
**IROQUOIS CHINA CO.**, manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
Chicago)

**FRENCH CHINA CO.**

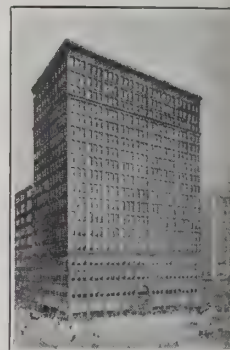
*Office and Display Room*  
136 West Lake Street

**KAY BEE CHINA WORKS**

*Manufacturers*  
**High Grade China**  
**CHICAGO ILLINOIS**

**HEYWORTH BUILDING**

Madison and Wabash



THE  
PLACE  
TO  
BUY  
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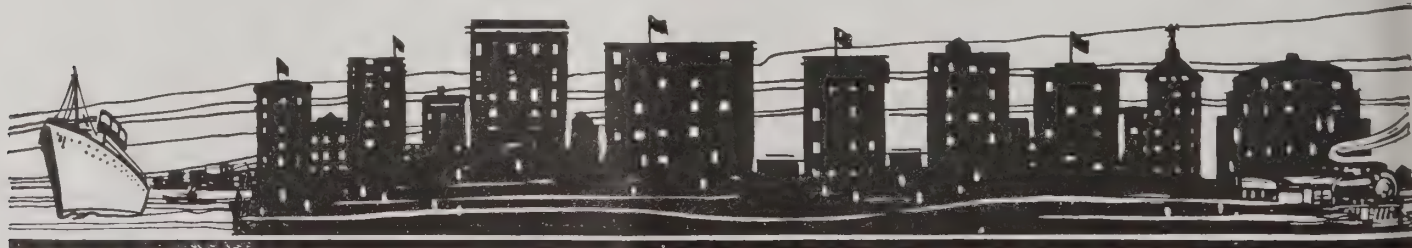
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# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

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## AS THE EDITOR SEES IT

### TURNOVER PLUS GOOD BUYING EQUALS PROFITS

**T**URNOVER is an important phase of store management which is frequently confused with gross profits and so often misunderstood. About a year ago I was talking upon this subject with a merchant who operates a three-story department store in a medium-sized eastern city. And about the only reason why I remember the outstanding feature of his conversation is because of the way he defined turnover. In remarking that it was easy to figure turnover he said that he did it by taking his inventory at cost, and dividing the amount into his sales for the year. With an inventory at \$15,000 and sales of \$45,000, he figured his turnover as four times. "That's an easy way to do it," he said. I agreed with him that it was an easy way. "But the only trouble about his answer was that it was wrong. And the reason why it was wrong, is that he added his gross profit to the turnover. There is considerable difference between gross profits and net profits and there is likewise a considerable difference between net profits on sales and net profits on capital. This difference is important, otherwise profits derived from the business are not absolutely known. It is quite important therefore to consider turnover as confined to goods and not to the value of the merchandise.

**S**OME merchants figure turnover by dividing inventory costs into sales, subtract the mark-up and call the result turnover. By dividing one cost figure into another in this way gives an approximation but not the accurate turnover figure. And the reason why it does not is that inventory cost very seldom represents average stock carried through the whole year. At inventory time stocks are usually low and by taking this low stock figure and dividing it into total sales at cost the result must be a very high rate of turnover. There is but one

correct way of figuring the turnover accurately and it may be very simply stated thus. Divide the average merchandise at cost into the total sales at cost. A merchant cannot of course take inventories every week or two to ascertain his average stock figure. But he can take one inventory at cost and then add to it the paper inventory monthly, add these figures to the next inventory and add the thirteen items. Now by dividing this amount by thirteen the result will be a very close estimate of the value at cost of the average inventory. But it is not absolutely accurate, however, and the only way to know the absolute figure is to daily check your stock, which, of course, no merchant ever does. The average monthly inventory is a close enough approximation for knowing the condition of your business and this is quite good enough for most of us.

**H**OW to increase turnover is something all merchants desire, but it is easier to see the need for it than to obtain it. Increased turnover isn't necessarily increased sales, for speeding up turnover means making more sales from the same amount of capital invested in goods. There are various ways for speeding up turnover. It may be done by reducing the merchandise investment and keeping up sales. It may be done by increasing sales and keeping up the merchandise investment, or it may be done by reducing the merchandise investment and increasing sales. This last method is the most practical for the majority of merchants to adopt, because when turnover is lagging the usual reason is that the merchant is carrying too heavy a stock of some kinds of goods. A good many small retailers buy heavily to get a good price and this ties up too much of the store's capital in a short line of goods.

(Continued on page 28)

# Department Store Merchandising As a Career

Leading Executive Sees Better Future in the Merchandising End of a Store Than in the Executive Offices. Stepping Stones to Position of Buyer is Through Knowledge of Merchandise Values and Ability to Buy Goods the Public Wants

**T**HAT the merchandising end of the department store offers a better future to the beginner in that business than the route leading to the executive offices was the opinion recently expressed by one of the best-known retail store managers in the country. This man, who has held his present position for many years and whose assertion was not based on the greenness of the grass on the other side of the fence, further said that it would be the merchandise side of the business on which he would concentrate were it possible for him to begin again.

"One of the first things for the really ambitious beginner in this business to consider," he said, "is the fact that there are a great many more good positions to be filled in the merchandising end of the business than in the executive. It is nothing for a really big modern store to operate considerably more than 100 departments, which means that about that number of buyers must be employed. While many of those positions, from a financial point of view, are not as good as others, the fact remains that each of them offers a chance for advancement to some ambitious young man or woman.

"Now contrast this number of openings with what the executive offices offer. How many general managers has a store? One. Certainly, then, the chance of a young man's becoming general manager of a big store is about one in 100 to his becoming a department buyer. It is true, of course, that it takes a pretty good buyer to command the salary earned by the manager of a big store, but the beginner, if he is ambitious and has ability, has every right to expect that he will make just as good a buyer as he will a manager.

"Further than that, when a man makes a record for himself as buyer for an important department, he has every reason to expect that sooner or later he will be given general charge of that department and a group of others related to it. This means that he will not only get financial reward commensurate with the responsibilities of the position, but that other large stores, attracted by his work, will probably make bids for his services. It has been done more than once, and has either resulted in a tidy increase in his stipend by his employers or his going to the other store at practically his own figure. The general manager's opportunities in that direction are fewer, for his work is done in a less spectacular way, and he does not so openly attract the attention of the owners of other stores.

"Where the man trained in merchandising really has the better of the 'front office' executive, however, is that

the former's experience and training will be much more valuable to him than the latter's if he embarks in business on his own account. A man who has been merchandising half a dozen interrelated departments should, properly financed, have no trouble at all in running a specialty shop embracing those departments or in using them as the foundation of a general department store in a smaller city. He would have the advantage of being able to buy his own goods and to manage the other angles of the business as well. The general manager, under similar circumstances, would not be able to buy goods properly himself, and the chances are he would have trouble in paring himself down to fit the needs of the executive end of a small business.

"Without in any sense deprecating the size of the salaries that are paid to important executives in the big stores, it would be unfair to the beginner not to point out that the financial rewards reaped by many buyers are just as large. In cases where several departments are managed they are likely to be larger. In addition to this, the method of remuneration also favors the buyer.

"Let us assume, for instance, that a buyer takes charge of a department at \$10,000 a year. This salary is not all that comes to him. In many stores it is the practice to pay the buyer a salary plus a certain percentage of the gain of the department's net business over that of the preceding year. If a man is given 1 per cent of the department's net gain and he is able to shove that gain, by good work, up to \$250,000, it is evident that \$2,500 more is coming to him at the end of the year.

"While the fact that the buyer gets this money in a lump may strike the average man as unimportant, I have had more than one buyer tell me that they would not have been able to save money otherwise. Circumstances may have forced them to live up to every cent of their salaries, but the 'melon' at the end of the year meant money in the bank or in some investment. One buyer of whom I know founded a very successful business a few years ago on money obtained in this way and immediately laid aside for the purpose. He freely admits that had he got it in weekly or monthly installments it would have gone one way or another and he would not be the successful merchant he is today. This man, by the way, is A1 proof of the soundness of my contention that the greater rewards lie in the merchandising end of the business. Today he owns his own store, while I am still a general manager.

"This matter of paying a buyer a percentage of the net gain in the business of his department is one that is



more and more appealing to men in the executive end of the stores as not altogether fair. It is true, of course, that goods have to be bought before they can be sold, and that the profits of the business depend upon the sales. Yet, giving the buyer due credit for his canniness in getting things the public wants, it must be admitted that other factors enter into their disposal to customers.

"For instance, there is service. It is a known fact that the average woman will not patronize a store where the service is conspicuously bad if she can get even approximately the same values at a store that it not amiss in this respect. Therefore, the general manager, who is primarily responsible for the service end of the business, becomes a factor in increasing the net business of the various departments by supplying the kind of service that sells goods.

"Then there is the advertising man. Who, in the entire establishment, plays a bigger part in selling goods, by attracting women to the store, than he does? He, too, therefore, is a factor in increasing the sales of the vari-

ous departments. And how about the store controller? Without accurate data from his office on a dozen and one different things, how could selling prices be fixed properly? Surely there is no greater factor in selling merchandise than the prices at which it is sold. Why, then, isn't the controller as well as the general manager and the advertising manager entitled to a share in the increased annual sales? This question has been raised in some stores, I understand, but without result. There apparently never has been any question in the minds of the store owners, however, about the right of the buyer to share in them. Here, again, it is better to be a buyer.

"In concluding let me say that the work leading to a buyership may not be so congenial as that leading to the general manager's chair, but the young man who is truly ambitious, who has tact, patience and loyalty, and who is willing constantly to study the goods and the tastes of the customers he comes in contact with, will make no mistake if he sticks to the merchandising end of the game."

## Lead Poisoning in the Pottery Industry

Investigation of U. S. Public Health Service Discloses Many Interesting Facts—Ill Effects Chiefly from Glaze and Dippers and Ware Gatherers Most Susceptible

**T**HAT workers engaged in certain branches of the pottery trade are seriously and constantly exposed to lead poisoning, chiefly from the lead contained in the glaze, and that this danger can be reduced, provided that certain facilities and methods are altered by the pottery owners and certain precautions taken by the workers, sums up the findings of a report to the U. S. Public Health Service, made by Consulting Hygienist Bernard J. Newman, Dr. William J. McConnell, Dr. O. M. Spencer and Statistician F. M. Phillips.

The investigation, which was begun early in 1919, had been requested by the Brotherhood of Operative Potteries because they desired to disprove the contentions that their trade was extremely hazardous and that the workmen in certain occupations were likely to develop lead poisoning. These contentions were maintained by life insurance companies as grounds for discrimination in the granting of life insurance policies to certain groups of pottery workers. The investigators received cordial support from both the workers and the pottery managers.

Ninety-two potteries, situated in New Jersey, Ohio, Pennsylvania and West Virginia, employing 21,000 persons, or 53% of the total pottery workers in the United States, were investigated. Only the workers exposed to lead were examined, and of the total examined, 1,504 were males and 398 females. A very large majority of the workers employed in the pottery industry are native-born Americans.

The portal of entrance through which the larger part of the lead is received by the body was found to be the

stomach, as the lead was inhaled as dust, retained in the nasal and pharyngeal cavities and later swallowed with mucus, saliva and food. The chewing of tobacco, eating food contaminated with lead dust and carelessness in personal habits such as wiping the lips, mustache, etc., with glaze covered fingers are contributory means toward the entrance of the lead into the human body.

A lesser but still most important portal of entrance is by the lungs, which absorb lead from fumes as well as dust. Absorption of lead through the skin is possible but was found to be almost negligible in this case.

Risk of lead poisoning differs greatly in the many occupations of the pottery trade. The biggest percentage of poisoning among men was found to be among the dippers and the next highest among the mixers and the odd men. The highest percentage of poisoning among the women is among the dippers' helpers and the ware gatherers. These among both men and women, are specified occupations, brought into direct contact with the glaze.

The percentage of lead poisoning for these, as well as for other workers, drops as the percentage of lead used in the glaze decreases and lead poisoning of course may be expected to disappear when leadless glaze is used. The adoption and use of leadless glazes is not impossible for they are used now satisfactorily by European potteries. Certain objections, however, which have prevented their use in America can at present be overcome only by radical changes in the manufacturing and firing methods. However, great improvements toward the decrease of lead poisoning can be brought about by the

adoption of fritted lead glazes, as it would only be necessary to employ two or three men to prepare and frit the glaze against the present methods now employed, whereby large numbers come in contact with the lead glaze, either in its preparation or its use. Methods and formulas for making proper frits are given in the report.

The number of cases of poisoning found in the various occupations of the pottery trade does not alone establish their relative hazard, for this must be considered in the light of numerous modifying factors. The investigation, for instance, showed that the number of cases of lead poisoning increases with age of the workers, with their relative years of exposure and with the length of the work-day. It showed also that poisoning is more prevalent among the men than among the women; but this was shown to be due to the fact that the men had been exposed for about three times as many years as the women. It showed also that poisoning was more prevalent among workers who eat in the workroom or drink from vessels used in the workroom but not properly covered, and in plants where the toilet facilities, ventilation and lighting are bad, and in those where the dust counts and percentage of lead in the dust are high. It is easy to see that any or all of these respective factors are likely to be influenced by the susceptibility of the individual, or play a more or less important part in the production of lead poisoning as the personal habits and tendencies of the individual vary.

The relative weight to be given to these and other minor factors is very difficult to fix definitely, and the authors urge that no one should jump at the conclusion that to remedy any particular condition, other than to remove the lead from the glaze, would immediately reduce the poisoning. The effect of each and all of them, however, deserves careful consideration.

The most important recommendations given to the workers who are really anxious to protect themselves follow: Always eat a good breakfast; drink milk; never eat or drink in the workroom, and never drink from uncovered containers kept in the workroom. Never wear street clothing and shoes in the workroom; never take work clothes home; and keep the work clothes and street clothes in separate sections of the locker. While at work do not chew tobacco or gum; do not spit on the floor; do not wear beards; do not stroke mustache with glaze-covered hands while at work; and do not put fingers, if covered with glaze, on lips or in mouth. Keep your hair covered in the workroom. When quitting work wash face and hands with hot water; clean finger nails, and rinse out mouth. Avoid creating dust; insist that only wet sweeping and dusting be done; and avoid spilling glaze, as it will create lead dust.

Plant managers should supply: Bubbling fountains with palatable drinking water; adequate dressing rooms with two-compartment lockers for each worker; decent and adequate toilet facilities; and adequate natural and artificial illumination and ventilation. They should discourage eating in the workroom and eating anywhere

without previous washing of the hands and face; should encourage the use of overalls; should absolutely forbid dry sweeping and all sweeping of any type during working hours; and should prevent, so far as possible, the spilling of glaze and the consequent dust and dirt.

### U. S. Pottery and Glass Trade in March

The improvement that began in American imports of pottery and glassware in February after the January slump continued during March, imports of glass having the highest value of any of the past four months and pottery almost equaling the December total. Export trade is still wavering, being for March lower in value than in February but higher than in December as to pottery and higher than February but lower than December for glassware. Preliminary figures give the March imports of pottery as \$951,998 and the exports as \$492,302. Glassware imports reached \$1,036,272, with exports standing at \$707,396.

January-March imports and exports of pottery (clay products) have ranged as follows during the past decade:

EARTHEN, STONE AND CHINA WARE.				
IMPORTS				
		JANUARY	FEBRUARY	MARCH
China, parian, porcelain, etc.:				
Not decorated .....	\$39,637	\$48,949	\$38,755	
Decorated or ornamented .....	347,637	366,571	365,896	
Earthen and crockery ware:				
Not decorated .....	19,733	12,277	33,088	
Decorated or ornamented .....	282,539	302,863	473,620	
All other .....	30,623	26,241	40,639	
Total, 1922.....	720,169	756,901	951,998	
1921.....	807,231	926,236	968,888	
1920.....	713,779	578,678	589,348	
1919.....	399,025	538,413	560,582	
1918.....	426,030	417,843	645,086	
1917.....	405,781	321,949	375,285	
1916.....	355,937	424,577	418,702	
1915.....	652,332	483,801	522,790	
1914.....	631,087	617,990	744,947	
1913.....	683,128	620,933	741,040	
EXPORTS.				
China and porcelain ware:				
Table, toilet, or kitchen ware.....	10,078	11,226	28,814	
Other .....	29,260	6,522	12,103	
Earthen and stone ware:				
Table, toilet, or kitchen ware.....	10,196	6,215	6,837	
Other .....	85,359	126,886	77,722	
*Total, 1922.....	451,628	521,454	492,302	
1921.....	1,094,517	856,003	759,846	
1920.....	549,903	515,413	680,073	
1919.....	714,744	497,834	512,302	
1918.....	530,276	501,798	670,218	
1917.....	446,699	334,677	430,828	
1916.....	294,748	263,075	296,094	
1915.....	159,676	178,143	157,054	
1914.....	249,040	262,930	298,490	
1913.....	361,433	341,476	289,359	

\* Includes bricks tiles, etc.

Of the decorated china and porcelain imported in March last, Germany supplied \$102,274 worth, Japan \$92,686, France \$75,469, and the United Kingdom \$53,999. The bulk of the decorated earthen and crockery ware came from the United Kingdom—\$422,327 worth, against \$23,125 worth from Japan, its nearest competitor in the trade.

### GLASS IMPORTS ALMOST A MARCH RECORD

With the single exception of 1921 imports of glass ware in March this year had the highest value for that month during the past decade and exceeded also both



January and February during this period. Exports, however, were only half their value in March of last year (falling prices perhaps contributing to this result, as well as stagnant markets abroad) and not much over one-fourth the corresponding 1920 total. One must, in fact, go back to 1915 to find lower March export values. Comparative January-March figures follow:

GLASS AND GLASSWARE. IMPORTS.		JANUARY	FEBRUARY	MARCH
Bottles, decanters, and other glass- ware, cut or ornamented .....				
All other .....		\$ 132,575	113,836	149,244
Total, 1922 .....		\$ 763,892	\$ 865,726	\$1,036,272
1921 .....		873,007	692,550	1,065,967
1920 .....		327,212	410,999	225,247
1919 .....		106,145	117,082	110,580
1918 .....		101,385	85,924	149,755
1917 .....		176,182	129,753	172,305
1916 .....		180,322	193,772	179,854
1915 .....		469,452	298,824	413,791
1914 .....		682,632	561,420	768,349
1913 .....		517,405	463,947	498,674

\*Includes bottles, plate glass, etc.

EXPORTS.		JANUARY	FEBRUARY	MARCH
Table glassware, plain .....				
Table and other glassware, cut or engraved .....		\$ 55,081	\$ 63,088	\$ 91,127
Glassware for lighting:		5,444	8,864	15,752
Lamp chimneys and lantern globes .....		21,211	20,203	27,239
Globes and shades for light- ing fixtures .....		35,272	23,883	29,787
Lamps and other illuminating devices, chiefly of glass ....		53,246	26,374	45,626
Other .....		270,030	124,402	136,700
Total, 1922 .....		728,454	577,189	707,396
1921 .....		3,174,569	2,337,143	1,414,880
1920 .....		2,235,429	2,097,328	2,723,643
1919 .....		2,408,300	1,994,128	1,778,880
1918 .....		1,167,898	855,159	1,241,933
1917 .....		1,078,398	702,210	872,875
1916 .....		971,125	950,466	1,102,933
1915 .....		414,690	565,615	698,672
1914 .....		251,427	242,509	312,500
1913 .....		319,188	335,941	336,028

\*Includes plate, chemical glass, etc.

Several new classifications of glassware have been introduced in British trade statistics this year. Formerly figures in the official monthly returns were given for "scientific, illuminating, machinery, domestic and fancy, and optical" glass and glassware as a group; these are now stated separately, with quantities and values for all except scientific glassware, which is returned only by value. The clay-products groups remain unchanged, embracing, in addition to the items shown above, "bricks of brick earth." Unspecified articles make up the balance.

### Production Costs in Four Countries

The comparative cost of pottery production in four countries was the subject of an interesting letter written to the Financial News recently by T. B. Johnston of Pountney & Co., Bristol, England. In commenting upon capital and labor in the industry, the writer says: "Some two years ago, in one of the concerns in which I am interested, I got our accountants to get out figures showing how the product of labor was shared between Capital and Labor and the State, over a period of five years. The result showed that workers and salary-earners received 84.5 per cent and State and local authorities received 12.5 per cent, while shareholders received only

3.0 per cent. In 1913 the American Government undertook an elaborate inquiry into the most of production in the pottery trade in the United States, England, Germany and Austria, with the result shown in the table herewith:

### COST OF PRODUCTION, BY SPECIFIED ITEMS, AND NET EARNINGS OF NET VALUE OF PRODUCT, IN AMERICAN, ENGLISH, AND GERMAN EARTHENWARE ESTABLISHMENTS.

Items	United States	England	Germany	Austria (china)
Materials .....	20.05	27.74	14.27	17.14
Labor .....	47.94	40.84	44.04	39.78
Kiln fuel .....	6.84	8.19	8.94	9.40
Power, heat and light.....	1.13	3.05	3.40	3.52
Office and general expenses.	3.07	3.07	4.08	6.04
Fixed charges .....	0.54	1.85	4.02	2.36
Cost of packing.....	5.11	6.58	4.45	7.28
Selling expenses .....	4.71	1.73	6.59	2.34

Total cost .....89.39 94.05 89.90 87.86

Net earnings .....10.61 5.95 10.21 12.14

Net earnings have to provide for rent, interest, depreciation and profit.

As the ratio of capital to turnover was found to be as 100 is to 111, the net earnings in the United States, Germany and Austria were not unreasonable. The same could not be said for England. It would have paid the manufacturers far better to have invested their money, without risk, in gilt-edged securities.

### Clay Industry in Malaya

A new industry was recently inaugurated in the Federated Malay States with the formation of the Malayan China Clay and Pottery Company, Ltd., at Copeng, Perak, to work the rich clay deposits found in the alluvial tin-mining districts of the State. The initial work was begun about a year ago and the company is now turning out porcelain of a high quality. Special attention is given to the manufacture of latex cups for use in collecting rubber. Apart from the manufacture of articles for local consumption, the company is supplying china clay to cotton mills in Bombay and to paper mills in Calcutta. It is expected, as the labor becomes more skilled, to produce porcelain in bulk.

### Plan to Settle Foreign Disputes

In announcing its approval of the rules formulated by the Council of the International Chamber of Commerce framed for the purpose of settling disputes arising between business men of different countries, the American section points out that differences will be settled more effectively and with less delay under the rules than by litigation in courts of foreign countries. The new rules deal with conciliation as distinct from arbitration; arbitration between business men in countries where no statutory provisions are in force and arbitration where local legislation forces awards. All conciliation cases will be dealt with by the Administrative Commissioners who represent the different countries, all others being settled by the International Chamber from a list of men

especially qualified in different branches of industry, commerce and finance. The need for international arbitration has been realized by the business world for many years. The practical utility of such arbitration has been demonstrated by the successful operation of the agreements between the Chamber of Commerce of the United States and the commercial organizations of Latin-American countries. This principle will be extended by the International Chamber to the leading commercial nations of the world.

### How's Business?

Taking a nation-wide view of the business situation there are unmistakable signs of a further moderate expansion in trade, and retail merchants favored by better weather report business as continuing to improve. In industry, with the exception of voluntary idleness of coal miners and cotton mill operatives, there is less unemployment than for a long time past and a distinct optimistic note is sounded in Bradstreet's survey for the current week. There were less failures and the daily bank clearings in April were the largest since last December.

#### IN THE EAST

In New York retail trade is somewhat quiet but there is more of a demand shown by retailers and chain stores report good business. Crockery and glassware is still a little spotty but is picking up and housefurnishings are moving well. Collections are easier. Paterson reports that retail trade is feeling the effect of local silk depression and that merchants are buying with care and in comparatively small amounts. Building continues active and banks state they have large demands for loans. In Philadelphia there is some price cutting by retailers, manufacturing plants are working on part time and collections remain slow. In Pittsburgh general business continues to improve and not much attention is being paid to the strike. Department and retail store trade is in fair volume and collections slow. In Buffalo there is a steady gain in general manufacturing and unemployment has materially decreased. There is a good demand for building of dwellings.

#### IN THE WEST

Chicago reports that trade sentiment in all lines is steadily improving and there is more disposition to take a brighter view of the situation. Crop prospects are favorable and distribution of merchandise is fairly satisfactory, sales for future shipment have increased and indicate growing confidence. Building situation is improved and money is easy. In Cincinnati retail stores report business up to expectations but collections slow. Cleveland reports retail trade as fair with collections slow. In Portsmouth, O., retail trade shows improvement, more building going on and brickyards and stove plants working full time. In Detroit auto plants are steadily increasing production, employment showing a gain of 20,000 for the past month. Retail trade only fair and collections slow. In Richmond, Ind., retail buying has fallen off and department stores say volume is disappointing. Collections continue slow.

In Milwaukee retail trade is fair with collections continuing slow. In Minneapolis, trade is fairly good and collections improved. St. Paul reports improvement, Des Moines trade as fair but collections slow. Omaha says trade is fair and improving as the weather grows warmer. Building is active and collections are better.

#### IN THE SOUTH

Baltimore reports increased manufacturing but retail trade as a little quiet. Southern business has improved and collections are fair. Louisville reports retail trade as fairly active, building good and collections fair. Atlanta reports business fair in the cities but dull in the country. Building is very active but collections are lagging. In Birmingham business is good and prospects favorable but collections continue slow. In New Orleans general trade is behind, due to high waters but situation is brighter. Building confined to small dwellings. Dallas reports trade good and collections better.

### Chamber of Commerce to Discuss Merchandising

Merchandising problems will have a prominent place on the program of the tenth annual meeting of the Chamber of Commerce of the United States to be held in Washington May 16 to 18. The general subject will be, "European Conditions and Their Effect Upon American Business." Domestic distribution will be considered at two group sessions and the Domestic Distribution Department has selected three topics for discussion, all of which affect every merchant and most manufacturers.

"How Changes in Rates Alter the Geography as Effectually as a New Range of Mountains" will be described by Chas. E. Elmquist of St. Paul. "The Growth and Significance of Chain Stores" will be discussed by Dr. Paul H. Nystro, director of the Retail Research Association, who will tell the results of his study without prejudice. "Business Conditions from the Distributors' Angle" will be discussed by Franklyn Hobbs of Chicago.

### Foreign Trade and Prosperity

As soon as any country reaches a stage of productivity wherein the immediate wants of its population are satisfied, there is born a natural and logical demand on the part of the producers in that country for trade with other countries, but if the productivity of any country is sufficient merely to meet domestic demand, any foreign trade developed by that country is directly at the expense of its own population.

Governments have been quick to recognize this condition, which, of course, is met by the placing of embargoes or the locking of the gates of its ports against certain commodities. Usually this condition obtains in wartime, but there are instances in history's pages where the embargo has been invoked in times of peace.

It is a significant fact in studying the histories of trade development in the different countries of the world that the ingenuity, energy and efficiency of the people of the United States have been so great that the subject of un-

*(Continued on page 21)*



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

THE name of the well known firm of manufacturers' representatives, Dela Croix & Wilcken, 19 Madison Ave., has been changed to Dela-Croix-Wilcken Co. Coincident with this change, a new member has been added to the concern, in the person of F. R. Hardman, formerly treasurer of the Lodi Trust Co., Lodi, N. J. The latter is an executive of considerable ability. He will assume charge of the office management and also act as house salesman. This is a progressive step that will add still further to the efficiency of the firm as a live sales organization.

Alex. Fraser, traveling representative for the Beaver Valley Glass Co., was calling upon a number of his friends in the local trade this week.

Eugene Rouleau, who has been buyer of housefurnishings and toys for the Porteus & Mitchell Co., Norwich, Conn., for some time past, has resigned his position with the firm to take effect Saturday. On Monday he will assume charge of the Butt Art Shop, located on Broadway, Norwich, which he has just purchased. This is already a successful business and under Mr. Rouleau's efficient management it is destined to grow still larger. Among other things the store handles a line of china and glassware.

Frank L. Warren, buyer for Callender, McAuslan & Troup Co., Providence, is registered at the Prince George this week while placing orders.

I. E. Fronani, buyer for Woodward & Lothrop, Washington, D. C., is staying at the Prince George this week while looking around the local market to see what's new and incidentally to make some purchases.

A. A. Miltz, who travels in the interest of the blank line of the Libbey Glass Mfg. Co., is spending this week in New York calling on the trade in town and adjacent territory.

G. K. Frymore, familiarly known as "Ted," in charge of the art and blank department of the H. C. Fry Glass Co., is spending this week in town consulting with Frederick Skelton, New York representative for the factory, as well as looking after other matters in connection with the business of his departments.

Lee Schoenthal, buyer for Gimbel Bros., is spending this week at Atlantic City, where he joined his mother and father, his brother from California, and various other

members of the family for the celebration of the fiftieth wedding anniversary of Mr. and Mrs. Schoenthal, Sr. Mr. Schoenthal's father, who is a retired glass manufacturer of Washington, Pa., is known by many of the old timers in the glass business and also to many of the younger generation, through the prominence of his son in the trade. He is very highly esteemed by a wide circle of friends who will join in extending their heartiest congratulations on this happy occasion.

The material supply concern of L. Reusche & Co., are now located in their new quarters, 34 Union Square East, where their facilities for handling their business are very much improved over their former location. E. Fred Reusche of the firm left on Monday for a two weeks' trip through Pennsylvania, Ohio and Virginia.

Charles D. Vogt, of Vogt & Dose, the well-known importers of T & V French China has made arrangements to sail for France aboard the Paris on the twenty-fourth of this month. He expects to spend about two months at the factory at Limoges assisting the factory's designers on new patterns to be brought out for the American trade.

E. T. Richardson, buyer for Callaway, Hoock & Francis, Salt Lake City, Utah, arrived in New York this week on a buying expedition.

## Golf Association Lunch at Brevoort Plan Season's Tournament

The Hotel Brevoort was the scene last Thursday noon of a pleasant little gathering, consisting of many of the trade's golf enthusiasts. It was the occasion of the annual meeting of the Pottery, Glass & Brass Golf Association for the election of officers and the transaction of regular routine business, including the arrangement of the schedule for the season's series of tournaments.

After a very delightful repast served in one of the hotel's private dining rooms, the meeting was called to order by President of the Association J. Duncan Dithridge. A unanimous vote made L. S. Hinman president of the organization for the next year, while L. S. Owen was reelected Secretary and Treasurer.

The opening tournament was scheduled for Tuesday, May 16th, at the Essex County Country Club, Orange, N. J. Tournaments were also arranged for June and July at the Baltusrol and St. Albans clubs, the dates of which are to be decided upon later. A President's cup was offered by President Hinman, to be determined later

for what it will be played for. A prize was also offered by Geo. Lobsitz, for the player making the greatest number of fours or better. There is also a mystery prize offered by H. Thurston Owens, conditions of which are under seal. The Pottery, Glass & Brass Salesman's usual championship medal will be played for as will also the regular prize offered by the CROCKERY & GLASS JOURNAL.

Those present at the meeting were: J. D. Dithridge, H. T. Owens, L. S. Hinman, L. S. Owen, Geo. Hamilton, John Nixon, W. S. Pitcairn, J. J. Hines, Geo. Lobsitz, H. S. Whiting, C. A. Dodson, Eugene Peck, J. F. O'Gorman, Howard R. Handy, and F. Calvin Demarest.

Notices mailed to the members by L. S. Owen, Secretary, regarding the first game to be played at the Essex County Country Club next Tuesday contain the following instructions:

"Train leaves Hoboken (Daylight Saving Time) at 8:20 A. M. Automobiles will meet this train at Orange. Later trains leave Hoboken at 9:15, 9:30, 12:28 and 1:03 for Orange.

In order that caddies may be engaged response must be received before Friday of this week. Please mail the enclosed postal card now, stating whether you expect to be present and number of your guests, if any."

### Sparkling Cut Glass Factory Running Full Capacity

In spite of present conditions, the Sparkling Cut Glass Factory, 232 South 11th Street, Mount Vernon, N. Y., is turning out a large amount of orders with many more booked. It is encouraging to visit a factory that is forging ahead. Mr. Joseph Pecoraro, who is manager of the plant, is a young man of high ideals, sound business judgment, and a hard worker, and it is through him that the success of the concern is responsible. There is an extensive display of fine stemware, vases, compots and other objects in fine cutting at the salesroom and factory. Two popular designs, the grape and rose pattern and also the chrysanthemum design shown in an advertisement appearing in this issue, are excellent specimens of the firm's work. Mr. Pecoraro's gentlemanly bearing and genial manner must win for him a host of friends and firm business connections. The factory is conveniently located near the station, which is extremely advantageous for shipping purposes.

### Obituary

EDWARD J. TOUHILL

The first news of the very sudden death of Edward J. Touhill, which occurred at Cleveland, O., on Thursday morning, May 2nd, from acute pneumonia, reached New York on Monday of this week and was a shock to his many friends here, as it will also be to the trade generally. Mr. Touhill, who had been associated with the Kinney & Levan Co., Cleveland, for a number of years as their traveling representative, through the western states, returned to Cleveland on Monday, May 1st, from a visit to his home at St. Catharines, Ontario, Canada,

and planned to leave for his territory the following day. He was apparently in his usual good health the day before, his death and the sad news naturally came as a great shock to his business associates. Mr. Touhill was born at Erie, Pa., on March 3rd, 1877. His father was the founder of the Touhill Foundry & Iron Works at Pottsdam, Pa., where part of his younger days were spent. He started his career in the china and glassware business as a retail salesman with the Skinner Co., St. Catharines, Ontario. He came to New York about twenty years ago and secured a position in the John Wanamaker china and glassware department. Later he went with the Daniel Taylor Co., manufacturers' representatives, and had since been identified with the wholesale trade. He had been connected with a number of well known concerns in the business, both in import and domestic lines. Just prior to his going with the Kinney & Levan Co. he was sales manager for the Colonial Co., pottery manufacturers, East Liverpool, O. He was known as a very successful salesman. He was possessed of an unusually genial disposition and endeared himself to all who knew him. His funeral and interment took place at his home at St. Catharines on Friday, May 5th. He is survived by his mother and one brother.

### Buyers in New York

MAY 4, 1922

D. Archambeau, house furnishings, Wallace Co., Pittsfield, Mass., Latham.

Mrs. C. A. Weed, glassware, H. L. Boughton Co., Catskill, N. Y., Continental.

MAY 5, 1922

D. Horn, house furnishings, Hecht Bros., Baltimore, Md., McAlpin.

Miss Horbach, parchment and lamp shades, Lansburgh & Bro., Washington, D. C., 115 West 30th St.

H. Rich, merchandise manager, J. L. Hudson Co., Detroit, Mich., 225 5th Ave.

A. H. Baum, housefurnishings and toys, M. Goldenburg, Washington, D. C., Pennsylvania.

M. L. Kahn, merchandise, Chicago Mail Order Co., Chicago, Ill., 368 6th Ave.

F. H. Laubach, merchandise manager, Wm. Laubach & Sons, Easton, Pa., Pennsylvania.

C. L. Riegel, house furnishings, J. W. Knapp Co., Lansing, Mich., 253 5th Ave. (Hart Flanagan & Co.)

MAY 8, 1922

J. Gilmer, general mdse., Geo. E. Stifel Co., Wheeling, W. Va., care A. Fantl, 116 West 32nd Street.

W. J. Sporg, mdse. manager, Miller Bros., Chattanooga, Tenn., care Baer & Lilienthal.

A. Pollard, toys, John R. Coppin Co., Covington, Ky., Weill & Hartman, 115 West 30th Street.

A. W. Cleveland, mdse., manager, French & Bassett Co., Duluth, Minn., Pennsylvania.

John T. Harris, china, D. H. Holmes Co., New Orleans, La., Pennsylvania.

E. D. Bostwick, general mdse., Wing & Bostwick Co., Corning, N. Y., Pennsylvania.

G. A. Barnum, mdse. manager, D. H. Holmes Co., New Orleans, La., 15 East 26th Street.

H. Goldstein, division mdse. manager, Strouss-Hirschberg Co., Youngstown, Ohio, 1150 Broadway, Park Ave.

MAY 9, 1922

A. A. Feinberg, housefurnishings, Feinberg Bros., Hartford, Conn., Breslin.

S. A. Klein, general mdse., Winner-Klein Co., Meriden, Miss., care A. Fantl, 116 West 32nd St.

F. L. Warren, china and glassware, Callender, McAuslan & Troup, Providence, R. I., care Syndicate Trading Co., 240 Madison Ave.

M. Lindner, toys and housefurnishings, Schwerdtman Toy Co., St. Louis, Mo., Latham.

(Continued on page 34)





"More than an office building"

## THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue  
at Madison Square  
New York

## For the Buyer's Convenience

Clients of The Fifth Avenue Building are *selected* with a view to bringing together under one roof the leading representatives of a limited number of lines. The arrangement works to the advantage of both the occupants of the offices and the thousands of buyers who visit them every season. It is a distinct convenience to the buyer to find the salesrooms of the firms he wants to call on grouped so closely together.

The Fifth Avenue Building has thus become virtually the New York headquarters for Crockery and Glass.

## Foreign Trade and Prosperity

(Continued from page 18)

der-production, or production less than that needed to supply domestic demand, has hardly ever been raised. Rather, there has been a surplusage not only of raw material, but also of manufactured commodities and so skillfully have the American business men judged the ultimate requirements of the Nation that there has been always a comfortable margin of supply to take care of export demand.

In great part this is because of the fact that, as one of the nations most favored by nature, the United States has always been a leader in the production of all commodities grown or mined. Our tremendous resources of raw materials have enabled the United States to command a definite position in the markets of the world.

True enough, other countries have excelled us in certain particulars because of climatic or other conditions governing production, but, by and large, a greater variety and a much larger volume of the raw materials of food-stuffs, of minerals, of coal and lumber are produced within the borders of the United States than in any other country in the world. We are nature's storehouse of raw material, and we have assisted and augmented nature in her boundless productivity by reason of our greater capacity for the stimulation of production, and by our ceaseless energy in seeing that the market of that production is always kept up.

Here then is the ideal point of origin for foreign trade.

A nation fully equipped, willing and able to more than supply its native demand and to have a comfortable surplus production for international interchange. And every section of the United States contributes its quota of production to make up and add to this imposing total.

It is impossible for any geographical division of the United States to contend that it is not interested in the development of foreign trade. The Central West, with its tremendous resources of corn and wheat and cattle; the South, with its cotton and alfalfa; the Rocky Mountain Region and the Pacific Coast, with its minerals; the Northwest, with its myriad acres of grain; the Pennsylvania Appalachian Region, with its priceless deposits of anthracite and bituminous coal; the Southwest and South, the West of the Mississippi, with its oil, all are illustrations forming part of the picture as a whole.

Statistics mean much or little, according to the interpretation placed upon them, but it is significant that in every one of the natural resources, just quoted, there is now and always has been a sufficient production to warrant the establishment of a prosperous foreign trade.

## Business Briefs

The Frank S. Tower & Co., Elmira, N. Y., who purchased the variety store of T. M. Larson, November, 1920, have remodeled the interior, making it modern in every particular. Many departments have been enlarged and new departments include crockery, glassware and housefurnishings.

# Pointers and Market Tips for Buyers

Timely Hints and Suggestions for Live Merchants in Search of the Latest in Beautiful, Useful and Appealing Wares, Selected from the Most Representative Makers in the Crockery, Glassware, Lamp and Allied Marts of Trade

## Fetching Designs in Fancy China

A collection of fancy china that would indeed be difficult to surpass from a standpoint of daintiness and original decorative effects is one of the attractions to be found at the salesroom of Vogt and Dose, importers of the well-known T & V French China, 65 Barclay Street. It is a line that will appeal immediately to milady who is in quest of something different. Among the particularly pleasing designs is an odd border treatment of black and red oval baskets filled with red fruit outlined in black. The baskets are connected by fruit festoons also in red. This is executed on all-over ivory body and the effect is exceedingly striking. A heavy coin gold edge adds to the richness of the pattern. Another unusual arrangement is a pink rose bouquet, centered in a plain white panel, which alternates with a panel of fine horizontal lines in light blue and tan. The panels are outlined in dark blue. This is very refreshing and quite unique, shown on a quaint octagonal shape. Both designs are shown in cake sets, salad sets, tea sets, celery trays, asparagus dishes, mayonnaise bowl and plates, chop plates and other items.

## New Things in Baccarat Glassware

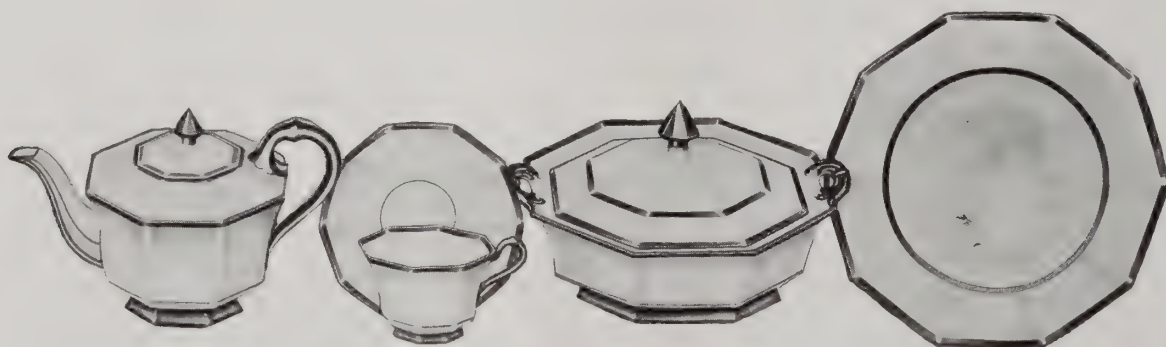
Guerin-Pouyat-Elite, Ltd., American agents for "Baccarat" French glassware, 43 West 23rd Street, are displaying a number of charming new designs in stemware that will be found most attractive. Some gold encrustations are wonderfully well executed on beautiful shapes that of course contribute materially to their beauty. There are also several very charming creations in rock crystal and deep plate etchings. A combination treatment of a needle etched and gold encrusted design merits special mention. In addition to these some gold band and line effects are very handsome. The new shapes shown are very graceful and in exceedingly good taste. In fact, the line is well worth while throughout.

## Zane Pottery Co. Productions

The Horace C. Gray Co., New York representatives for the Zane Pottery Co., are exhibiting various new items at their salesroom in the Fifth Ave. Bldg., from this factory that are proving quite attractive. A number of splash effects in two-toned color treatments are very pleasing as also some new mottled effects in artistic coloring. There are also plain colors, including a black, that are very good. There are vases, candlesticks, lamp mounts, and several other salable items included in the line.

## Canonsburg's Line Popular

The showing of high grade American semi-porcelain dinnerware in six new and a large variety of other patterns in the graceful "Belmar" shape, is one of the outstanding features of the display at the salesroom of H. Benedikt, 7 West 22nd St., the eastern representative of the Canonsburg Pottery Co. A very dainty light toned pattern consisted of a light blue panel border with white flowers combined with panels of rose buds. Another pattern in the popular narrow border effect comprises panels of a rich dark blue with contrasting rose panels and coin gold handles, while another new decoration is a narrow gray-blue circle and dotted border with small panels of baskets of flowers in olive green tone. The "Argonne" pattern with Grecian border effect in black, enclosed in coin gold lines and gold edge with coin gold handles, and the "Marne" pattern with light yellow groundlay with a wide border of arabesque design in black, gold lines and edges may be mentioned as particularly attractive. Other decorations which continue to find favor with the trade are the colorful "Minton" and "Pheasant" patterns, the latter to be had with red or green edge lines.



SOMETHING NEW AND BEAUTIFUL IN WHITE AND GOLD

A very distinctive addition to the well known Tirschenreuth china wares on display at the salesroom of Paul A. Straub & Co., 105 Fifth Avenue, is the "Puritan" pictured above. This novel shape decorated in gold with burnished gold bands and edge and with full gold handles and feet is at once beautiful and decidedly rich in appearance.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

WHILE many of the generalware pottery plants in this locality are operating under normal schedules, there are others, however, which are averaging only from three to four days per week. The decline in new business with some of these concerns is laid at the door of the industrial situation, but more particularly to the coal strike. The larger plants, be it said, are losing no time. Demand for the better grade of dinner patterns is reported active, while on some other lines the demand is reported rather slow and spotty. In the majority of instances, salesmen are on the road, and some new business is being received by home offices through this channel.

Herbert K. Connors, eastern salesman for the Carrollton Pottery Co., has returned home from an extended trip over his territory. He has been on the road practically all the time since the close of the January show in Pittsburgh.

W. C. Browne, of the Potters Co-operative Co.'s sales force, left late last week for a trip to the larger eastern cities.

The D. E. McNicol Pottery Co. is showing for the first time six new baby plate centre decorations from the original pen work of John Held, Jr., a well known New York illustrator. The views are especially pleasing to children. This firm is also having considerable success with its new lustre-decorated tea set, which is composed of 23 items. Late last week this concern showed for the first time five sizes in flat nesting yellow bowls, ranging from 9's to 30's. The first shipment of this specialty was 1,000 sets, while other initial orders amount to over 10,000 sets.

Clyde C. Davidson, secretary of the Taylor, Smith & Taylor Co., saw to it that the entire office force did not suffer for transportation during the East Liverpool-Chester street railway strike. Every morning Mr. Davidson parked his car opposite the East Liverpool postoffice and then awaited the arrival of the young women who are engaged in the office of this firm. "We just can't do without 'em, and I'll not allow them to walk," Mr. Davidson said last Saturday morning.

James C. Deens is now traveling the west for the D. E. McNicol Co., while Zed T. Smith is covering the eastern territory.

At the annual meeting of the East Liverpool Country

Club, held late last week, W. E. Wells, of the Homer Laughlin China Co., gave a *résumé* of the activities of the Club during the last or its initial year. John B. McDonald, sales manager for the Knowles, Taylor & Knowles Co., with Robert Harker, of the Harker Pottery Co., were elected new directors, while Mr. McDonald and Edwin Wells, Jr., were named a committee on tournaments.

Frank A. Sebring, of the Sebring Pottery Co., Sebring, O., accompanied by Mrs. Sebring, have returned home from Florida, where they have been spending the winter and spring seasons.

Two new dinnerware patterns are being shown for the first time by the W. S. George Pottery Co., of East Palestine, O., these to be had on the standard shapes of this concern. Samples of the line are being placed in all resident sample rooms.

Rudolph Geartner, the well known local distributor, with head offices in New York, has been spending a season in this district visiting the trade in company with his western representative, R. L. E. Chambers.

Luke Knowles, the well known clay broker of Trenton, N. J., has been spending a week in the Ohio pottery district visiting among the trade.

T. A. McNicol, head of the T. A. McNicol Pottery Co., and chairman of the executive committee of the United States Potters' Association, left last Thursday night for New York on business, and from there will go to Washington.

Ernest Shaffer, a well known pottery salesman traveling out of Newark, N. J., has returned to his home after visiting the Sebring, O., district.

Ray Renouff, salesman for the American Potteries Co., has returned from an extended trip through the western and southern territory.

Cards have been received in the East Liverpool district announcing the marriage in the Willard Hotel, Washington, of A. J. Strikow, treasurer and general manager of the Hopewell China Corporation, Hopewell, Va., and Miss Tillie Nuddleman, of Chicago, Ill. The marriage ceremony was read by Dr. Abraham Simons, of Washington. Mr. Strikow was formerly a resident of East Liverpool before becoming associated with the Hopewell company.

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

## GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

RETAIL trade in the local district is having an upward movement, as is shown by the eighth anniversary sale of the Kaufmann & Baer Co. The first day of this sale last week, sales were reported by President Theodore Kaufmann \$250,000 in excess of the opening day's sale a year ago. In the china and glass department, the floor was literally crowded throughout the opening day, and a big lot of merchandise was moved. Special lots of both glassware and dinnerware were purchased in anticipation of this anniversary sale.

Activity in Wheeling (W. Va.) glass stocks during the year ending May 1 last indicates marked improvement in the demand for glassware, as shares have had an upward tendency during the 12-month period. Thursday of last week, Hazel-Atlas stock went to 160 at the noon hour, the highest quotation in over a year. May 1, 1921, Fostoria Glass Co. stock was listed at 118. During the year there were declines, and May 1 last this issue was up to 117, or a gain during the year of nine points. Hazel-Atlas stock May 1 last was quoted at 143 and May 1 this year shares were listed at 157, a gain of 13 points. A few days later, however, these shares soared to 160.

A new tank has been placed in operation at the plant of the Indiana Glass Co., at Dunkirk, Ind. The output of tableware and other specialties featured by this firm has been increased as a result of the improvement.

Western mail order houses have been rather active of late in ordering cut glassware which they have catalogued. One Chicago concern is making a big leader of a 36-piece set which it is forwarding from its Chicago warehouse at a quotation of \$6.98. The same house is offering a set of five sanitary glass mixing bowls, nested, at \$1.29. The catalogue also offers a 10-piece earthenware toilet set at \$8.68 and a 12-piece set at \$9.95.

T. J. Hill, buyer of glassware for the Emery, Bird & Thayer store at Kansas City, Mo., passed through here en route to Europe, where he will spend two months visiting the various markets.

It is currently reported here that a new cut glass shop is to be established at Columbia, Pa.

Alfred Mayer, of Bellaire, O., has been elected president of the new Monarch Glass Co., which has been formed by Bellaire interests to take over the former Boyles Glass Co.'s plant at Wellsburg, W. Va., for the

manufacturing of tumblers and stemware. A working force of about 80 men and boys will be employed in the factory. Louis M. Duga has been elected secretary-treasurer of the new company, while the factory will be under the management of James L. Kennedy. As the shop is already equipped, operations may be started within a week or 10 days.

The Clarksburg (W. Va.) plant of the Thatcher Manufacturing Co. has resumed operations after remaining idle almost a year. This concern operates eight bottle manufacturing plants throughout the country.

Pressed iridescent glassware, which had such a heavy demand some years ago and then suffered a decline, seems to be coming into favor again. Manufacturers in this district who are featuring the specialty are reporting a rather active demand for the staple pieces as well as the specialties.

Secretary John Kunzler, of the Glass Association, anticipates the receipt within a few days of the list of the new demands which glass workers will consider at their summer convention. The various local unions of the American Flint Glass Workers' Union formulate demands before the annual convention and this list is immediately forwarded to the offices of the Glass Association. In turn, the manufacturers advise the workers what "they would like to have." When the joint conference convenes, there is generally a decline in the initial list of demands, as these do not receive the sanction of the convention.

"We ought to have the list by the week end," Mr. Kunzler said this week, "but at this time we have no idea what they will consist of."

Unless there is an early resumption of coal mining, some glass factories using coal may feel the situation rather keenly. Several of the western plants are now weighing coal as they take it from their bins, thereby keeping a close check on all stocks.

The plant of the Royal Decorating Co., which concern started in business in Pittsburgh some few months ago, has removed to Wilkinsburg, a suburb, where, under the management of Jules Burgun, a native of Belgium, a general line of decorated glassware is being featured. Etched ware is being made a feature of the output, although a general line of coin gold decorated specialties, such as plates, fruit jars, vases and other items are included. Between thirty and forty decorators are employed. Bohemian glass decorations predominate the line.



# The Electric Washer as a Profit Maker

High Grade Utilities Made by Specialists Offer Fertile Field—Housewives Quick to Appreciate Labor Saving Appliances but Business of Selling More Than a Counter Transaction

By J. J. KEITH

IT is only a few years ago when managers of the housefurnishing departments in the larger retail cities were startled to find that certain aggressive salesmen were persistently talking the good points of household electrical appliances and urged them to include them in their stocks. And the line of argument which these salesmen used was a good one for it pointed out, "That the secret of the successful sale of electrical appliances would prove a good thing to get as many people as possible to see them where their great utility and capacity for making housework easier in the home could be demonstrated to good advantage. There is no store in a community that is visited as often by as many people as the department store," insisted the salesmen, "and this fact is a big advantage and just what is most needed to get a good volume from the sales of household electrical utilities."

This argument did not appeal to all but a few of the more progressive managers thought it might prove a good proposition. Generally speaking they finally decided to establish separate departments and check up the results apart from the department as a whole. From the introduction of the new line it proved successful and it was quickly evident that the housefurnishing department was a particular good place in which to feature this new merchandise.

## HOW THE PLAN WORKED OUT

The addition of this new line expanded the trade of the store and as national advertising by the manufacturers made the merits of electrical appliances more widely known, it brought the stores handling them many new charge accounts. A great many were purchased on the deferred payment plan and this helped greatly to expand the trade of the other departments in the store, for the women who had bought electrical utilities continued to trade on their credit and in this way many permanent customers were added to the store's list. However, it was discovered that while national advertising created a great deal of interest in electrical home appliances, this interest was more or less latent—that is, not many would go out of their way to look up the appliances, although practically all did show considerable interest when the labor saving devices were displayed and demonstrated in stores in which they did their shopping. But advertising served its purpose by calling the attention of many women to these demonstrations in department stores, consequently on their next visit they visited the display and a good many were much impressed by the demonstration. By listing as many as possible of these interested spectators and employing men to follow up all "leads," a substantial percentage of these prospects were converted into purchasers.

## HIGH GRADE MACHINES OR "BARGAINS"?

With many types of electric washers on the market it is possible for a store to offer some of them at bargain prices around \$100, but it is not advisable to confine the work of selling to these machines. The highest grade machines should be thoroughly demonstrated to the customer for the simple reason that a good many women who are tempted to take home a bargain can well afford the purchase of the more expensive and best quality appliance on the market.

Electric washing, ironing machines, etc., are naturally somewhat expensive and while the housewife might have decided to buy, the purchase of the appliance involved sufficient expense to put it outside the usual household budget and the purchase had to be talked over in the home. Very often the head of the family was called in for advice regarding the financing of the transaction.

The work of selling high grade washing machines is therefore more than a counter proposition. It is a good deal like selling a piano in that the salesman usually finds it desirable to call upon the family and convince by personal contact the value of the machine and the economy in time and labor which it will accomplish in that particular home. Thus many stores have learned that it is an advantage to use the services of an outside salesman as well as the regular sales force on the department floor. In selling expensive merchandise the personal call is generally conceded as the most successful. While a few women will undoubtedly purchase a machine right off the floor, a good many leave the demonstration as prospects. Some of these prospects will, of course, return and buy but a very large majority will not and this is why it is important for the salesman to call at the prospect's home and talk the matter over more fully than is possible in the store.

Some stores have found it very profitable to have a man or woman present at the demonstrations for the purpose of studying the prospective customers. By taking the name and address of all who show an interest in the washer, the salesman makes out his list of prospects and follows it up with a personal call in a few days. Sometimes one call will get the order but in other cases several calls are made until the order is secured or the salesman receives definite assurance that there is little chance of making a sale. In connection with this plan of developing leads, the publicity facilities of the store are used to interest the public in washing machines, through mention, in the store's newspaper advertisements, supplemented by the distribution of circulars in parcels, circularizing the list of customers, etc. There is a big and fertile field for high grade electrical washers, and department and many single stores in the housefurnishing line will find it profitable merchandise to handle by following the suggestions outlined.

# In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

By BEATRICE MILLER WISNER

## May Moving Signals Buyers

OF all seasons in the year, the moving season has precedence over every other, in the mad scramble for culinary devices. With breakage and loss in transportation during moving day, there is a steady demand for every kitchen article and the rehabilitation of china and glass in the new home gives extra force to the demand for these essentials. Housewives take pride in fitting up the prospective abode, and perhaps feel that it is almost a new start in housekeeping, hence the strong desire for freshening up the pantry and china closet. Bargains have a strong appeal to the feminine mind and eager buyers are crowded about tables featuring spring-time inducements. Dailies cry aloud with seasonable wares, and large and glaring illustrations tell of the day's sales. Small suburban stores even crowd the pavements about the windows with enticing kitchen wares and every new furniture polish and mop has a right to supremacy in the window display. Storekeepers are not losing a chance at this season to tell by attractive sales cards what will interest the passer-by. Elaborate your store with tell-tale literature and illustrations. This is good advertising.

## Can Opener That Produces Results

The "Nuform" can opener, manufactured by the Shakespeare Products Co., Kalamazoo, Mich., has demonstrated its practicability by its efficient service. In using this novel can opener, be sure to remove the entire top of can; this is done by puncturing and inserting the can opener to the right of seam of can, and cut clear around to seam. This produces in one operation a clean cut edge and leaves the food in a compact and unharmed condition. No particle of tin filings or dirt from outer surface of the can are left, and the food taken from the can is ready to serve on the daintiest china or glassware. The "Uniform" Can Opener is designed to avoid cutting of fingers, is sturdily built and is quick and dependable in its service. The illustration shows its practical features and neat construction. For further particulars, address the above concern for circular, telling proper methods employed for using the "Nuform" Can Opener.



The watchful housewife is always on the out-look for special inducements in the culinary field, and this new and specially useful utility is sure to find a response from the woman who realizes that quick service is one of the most potent factors in a kitchen accessory.

## Attractive Copper Percolator

Looking back upon the splendid, sturdy cooking ware which had its beginning in Colonial times, in the "Pilgrim" ware manufactured by the Metal Ware Corporation, Two Rivers, Wis., there is demonstrated all the excellent qualities which have made copper so desirable for cooking, in its permanency and attractiveness. The percolator pictured speaks for itself in graceful design and pleasing construction. The Metal Ware Corporation



tion has embodied a new idea in their solid seamless copper table and kitchen ware in copper or nickel finish. The "Pilgrim" ware is made from one piece copper without soldering. Their tea kettle slogan is "Not a seam in it and not a drop of solder on it." In the days of our forefathers, copper was esteemed the king of metals for cooking purposes, and modern housewives recognize in the "Pilgrim" ware that stability and attractiveness have been combined in a harmonious whole. For the table or kitchen department nothing is more essential than well-made vessels and those that will stand hard usage. "Pilgrim" ware has cemented all the attributes of sturdy manufacture. The "Pilgrim" ware brings to the consumer an excellent table and kitchen utility, which, as its name implies, expresses all the truth and dignity bred in the bone and sinew of Colonial times, coupled with modern design and improved construction. All sauce pans, pots and kettles are tinned on the inside and have highly polished nickel or natural copper finish on the outside. In the manufacture of "Pilgrim" ware the above concern has used precision and care equaling that of more precious metals, producing an article which has reached the highest point of perfection in the twentieth century.



# Attention Buyers!

It will pay you to investigate our exceptional line of Light Cut Glassware



Tableware  
and  
Specialties  
in  
Beautiful  
Floral  
Designs

The best selection of Patterns on the market

## Sparkling Cut Glass Co.

FACTORY

232 So. 11th Ave., Mount Vernon, N. Y.

# Don't Despise Dime Sales

The rapid movement of Slipon Handle Protectors from their self selling display cartons leaves substantial profits behind.



## SLIPON HANDLE PROTECTORS

are quickly attached to coffee pot, teapot or percolator and keep handles from scorching or burning off.



Put up in cartons containing 3 doz. boxed protectors, retailing at 10c each. Endorsed by Tribune and Good Housekeeping Institutes.

Order them from your jobber.

Young Specialty  
Company

2224 VLIET ST.  
MILWAUKEE, WIS.

# IT NEVER RAINS BUT UPRESSIT SHAKERS POUR



A SNAP OF THE CAP  
AND  
THE HOLES ARE CLEARED

Press center to open—Press sides to clear

Plain and Cut Glass—Individual and Family Sizes  
WRITE FOR SAMPLES, PRICES AND COPY OF  
OUR MONTHLY MAGAZINE, "UPRESSIT GOSSIP"

UPRESSIT PRODUCTS CORPORATION  
15-21 Wilbur Ave. Long Island City, N. Y.



## 1922 Line of Soda Fountain Glassware

"NONIK" ware is designed to resist breakage. Scientific and practical tests by national users prove that "NONIK" patented shape with the protected edge is 38% stronger than ordinary glasses.



"A Style and Size  
for Every Service."

Pat. Aug. 18, 1914

WRITE FOR JOBBERS' CATALOG AND DISCOUNTS  
THE NONIK GLASSWARE CORPORATION  
Main Sales Office  
Mohawk Building Fifth Ave. and 21st St. New York City

## Turnover Plus Good Buying

(Continued from page 13)

To have a good turnover it is important to invest in as large a stock of goods as possible to carry, for this extends the field with which the store transacts business. By offering a large variety of goods a greater volume of business will be done and by buying more often in comparatively small lots the merchant maintains a good rate of turnover. All successful department stores do this, and while a big store places large orders, you will invariably find that it never buys heavily of any one item but spreads the merchandise investment out well to give as big a variety as possible. This careful buying cuts down the loss occasioned by mark-downs and gives a high rate of turnover.

## Aluminum Ware in Arabia

There is a growing demand for aluminum ware in the Red Sea district, writes Consul Cecil M. P. Cross, Aden. While this market is confined to Aden for the present with the cessation of inter-tribal disturbances the demand should spread throughout the district, as people have a marked preference for aluminum cooking utensils over the copper utensils which require frequent retinning. The cooking utensils most in use throughout the district are of earthenware.

Aluminum ware is sold by weight, and the price is 1.75 rupees (about 51 cents, on the basis of 3.45 rupees to the dollar) per pound. According to estimates, imports of aluminum ware amount to £6,000 a year. Before the war these were supplied by Austria, but now such goods come mainly from India. As the Indian product is not satisfactory, the merchants in the Red Sea district are looking for a better source of supply. American products which can meet competition will find this a good market.

# BOOKS

*Knowledge Builds Better Business*

RETAIL STORE MANAGEMENT PROBLEMS. By Donald Kirk David. Published by A. W. Shaw Co., Chicago, Ill.

This is in many respects an unusual book, for it is quite unlike the average volume on store operation, being in a fact a comprehensive text and reference book on the subject. In its one thousand-odd pages the whole field of retailing is well covered and a vast amount of valuable statistics and data relating to practically all of the problems encountered in the management of a successful retail enterprise are quite exhaustively placed before the reader. This is not a book for merely reading but a solid reference work useful for all who want a thorough knowledge of retail business, and is especially valuable for managers and store executives.

MODERN METHODS IN SELLING. By L. J. Hoenig. Published by The Bobbs-Merrill Co., Indianapolis, Ind.

A good presentment of modern, intensive salesmanship, discussing not only the psychological aspect of buying and selling, but likewise taking up ways and means of turning over goods. It is a helpful book which every salesman will find instructive; it is up-to-date and covers all phases of salesmanship in a general and entertaining manner. A book of information and ideas for the salesman who calls on the trade, for the salespeople who serve behind the counter, for the display man and window dresser and for writers of sales letters and advertisements.

GREEK VASE PAINTING. By Ernst Buscher. Published by E. P. Dutton & Co., New York.

This is a book which not only appeals to students of the decorative arts of antiquity in general and of Greek Ceramic Art in particular, but comprises a volume which a good many people in the crockery, glassware and allied trades will find interesting reading. To the work of the Grecian artisans the world is, of course, greatly indebted, and this volume is an important contribution to the fourth great art of a once great and beauty worshipping nation. Beginning with the stone and bronze ages, the activities of the Greek decorators' art are traced through the various eras to the styles of Polygnotos and Phidias. The text is remarkably complete and over 150 examples of ancient Greek jugs, vases, cups and other wares are pictured. It is an important history of the ceramic art of the most artistic nation of antiquity.

THE SCIENCE AND ART OF SELLING. By James Samuel Knox. Published by Knox Business Book Co., Cleveland, O.

An inspirational and practical book which, as the name implies, is a guide and handbook of business building. In fact, it is a manual to a more efficient distribution of goods, for it well covers the alphabet of salesmanship, beginning with the economics of distribution and thoroughly discusses the subject of psychology or human-interest in business and points out the "what," the "how" and the "why" of selling. The principles and analyses of salesmanship are well covered and the chapters on retail selling methods and sales suggestions are decidedly worth careful reading. It is a good book, written by a salesman for salesmen and merchants, in the clear and readable style of a business man.

Sheldon's Retail Trade for 1922. Published by J. D. Sheldon Co., 32 Union Sq., New York.

This is the 38th edition of a well known standard directory. Over sixty towns have been added to the list given in former editions, and all listings include not only the name and address of the company but also the name of the merchandise manager and the heads of the departments. In its 608 pages the directory lists over 1,290 of the larger department stores in the country and gives the name of the buyer of goods and the location of their New York offices. It is a handy and authentic reference manual of the retail trade.



# BOSTON NEWS NOTES

By

R. B. HEMENWAY, Representative

BOSTON OFFICE

98

MAY STREET

NEEDHAM

MASSACHUSETTS

**A**N investigation of business conditions made by the Boston Traveler during the past week discloses the fact that while business has been slowly improving for the first four months of 1922 the real revival is not expected until next fall. Midsummer conditions are not conducive to any pronounced quickening of conditions but with the advent of fall the change will become more pronounced. Farmers will market their crops which have cost them much less than in previous years, the activity of the building trades has put more money into the pocket of the worker in those trades and in road building and public works which tends to increase his purchasing power.

It has been questioned by some economists whether statistics of production at present have as much significance as is commonly supposed. Many producers have had to decide between a total shut down, or continuing at a loss but maintaining their organizations complete. The volume of production spells prosperity only when production is profitable and the war cry is not "how much" but "how profitable" and to make profit there must either be more consumption or decreased costs.

More consumption refers back to the worker and his state of mind when he receives his weekly envelope which again refers back to the number of unemployed men and women who are finding employment during the summer months. Taking it all in all, the Traveler says, "every sign points to better times as the year grows older."

Clark and LaRoe, attorneys at Washington, D. C., have just filed supplementary complaints with the Interstate Commerce Commission in behalf of the associated bureaus of the Boston Chamber of Commerce, Associated Industries of Massachusetts and other New England industrial and commercial organizations, attacking the freight rate differentials. It is alleged that freight rates on export as well as import traffic from and to Western differential territory are unduly discriminatory and favor the ports of Montreal, St. John and all the southern Atlantic ports including Newport News, Norfolk, Va., New Orleans. Some of the ports involved are not ready to present their case immediately and have requested a postponement of the hearing which is now expected to be held in Boston during the early part of July.

George M. Turner, who was recently appointed as assistant to Charles Smith of the Timothy Smith Co., of Roxbury, spent the week in New York with Mr. Smith.

Park Quinn, vice-president of the Old Colony Cut Glass Co., who was for some time with Geo. Dinkle, has opened a sample room at 99 Bedford st., where he had

on exhibition the entire Old Colony line and the Cannonsburg Pottery Line of dinnerware.

Among the visitors of the week in this market were Frank Plant of J. L. Chalifoux Co. and Harold Mac-Millan of the Bon Marche, both of Lowell; Arthur Bourne of George C. Pitt, Pawtucket, Mr. Cummings with David H. Harley, also of Pawtucket, John Hall of the Shepard Co., Providence; Mrs. Day in the interests of Day & Co., Rumford Falls.

Mitchell Woodbury & Co. have just received a large shipment of their new open stock pattern in a new India Tree design from the potteries of Myott Son & Co. of England. According to advices from abroad, shipments are to follow immediately to ensure quantity enough for a workable stock. The management believe they have an attractive pattern which will be a favorite with the trade.

It may be of interest to know that the Symonds Table Co., of Penacook, N. H., who supply a large quantity of the display tables in New England, were totally destroyed by fire a week ago with a loss estimated at \$250,000. Reports have it that the factory and storehouses were located in the path of a disastrous forest fire and burned to the ground. A large supply of finished product was burned, according to the report.

## New England Notes

The Boston Department Store Co., Bridgewater, Mass., is one of the recent incorporations. Capital, \$25,000; incorporators, Harry Levy and Jacob London of Taunton, Mass.

The Basin Quarries, Co., Portland, Me., has been incorporated to develop a valuable deposit of feldspar in Phippsburgh. The property covers 104 acres and reports from the state Geologist indicate that the feldspar is of fine quality and admirably adapted to use in the manufacture of fine porcelain and crockery. Jos. F. Perry, Wm. C. Shetburne and Chas. H. How are the officers of the new company, all residents of Portland, Me.

An eighteenth link was added to the chain of F. & W. Grand 5-10-25 Cent Stores, Inc., with the opening of a new store in Hartford, Conn. This store will specialize in merchandise up to \$1.

The new five-story department store of the Steiger-Vedder Co. has been opened at Hartford, Conn.



Meriden  
Open Stock Pattern  
(W. H. Grindley & Co.)

## Brighten Your Spring Display of Dinnerware

The illustrated Meriden open stock pattern will make a worthy addition to your display of dinnerware patterns. The robin egg blue and brown border is made harmoniously complete with panels of pink roses. The handles are traced and the gold edges will give it the effectiveness that is desired. Patterns that possess real character are always profitable.

### MITCHELL, WOODBURY COMPANY

"The house that is known by the customers it keeps"

556-572 Atlantic Avenue, Boston



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

**B**USINESS in the Chicago territory is on the upgrade. Buying is improving slightly, but orders are not of normal size. Colored glassware and decorated glassware are still very popular, and the retailers are moving fair stocks of this merchandise. Dinnerware trade is not active according to the buyers on State Street. The mail order houses are showing improved earnings. April sales for Montgomery, Ward & Co. showed an improvement of 14 per cent over the same month one year ago, while the sales of Sears, Roebuck & Co., during April dropped 10 per cent from the corresponding month last year.

The next big buying event in the Chicago market will be the Gifts, Art Wares and Novelties Show to be held at the Palmer House from August 7 to August 12. Two entire floors of the Palmer House have been reserved for the exhibit, and already nearly fifty manufacturers of gift merchandise have spoken for room reservations. The organization recently formed in Chicago, has been incorporated, not for profit, and is steadily pushing ahead in the matter of interesting both the buyers and the manufacturers in this event, which will be the first of its kind ever held in Chicago. The fact that the biggest manufacturers and manufacturers' agents dealing in gift merchandise have already taken an active part in the work of interesting their customers in the Chicago show, assures the success of the undertaking so far as number of exhibitors and attendance of buyers is concerned. W. C. Owen, of the Shops Building, is president of the organization handling the show. Weekly meetings are being held at the Palmer House, and the various committees are getting their heads together almost daily to make the event the biggest and best exhibit of its character ever held in the country.

Gilbert Pitcarin, of Wm. S. Pitcarin Corp., New York importers, was in the Chicago market recently.

The Liberty Novelty Co., importers, have opened offices and show rooms in the Shops Building, Room 205.

J. C. Paul, of the West End Pottery Co., was in Chicago the latter part of last week. He is ending a four weeks' trip in the middle west and will return to the factory from Chicago.

Jack Patterson, manager of the D. McNicol Pottery Co.'s Clarksburg plant, was in Chicago last Saturday conferring with Tom Reid, the Chicago representative of his firm. The pottery is working on a new line, and the 23-piece breakfast sets which they recently put on the

market are meeting with general approval around the trade. The line is shown by Tom Reid, Palmer House.

Mr. Foreline, who for some time past has been the china and glassware buyer for Rike-Kummler Co., Dayton, O., called on a number of his friends in the Chicago market last week. Mr. Foreline may locate permanently in Chicago.

Charles F. Koempel, manufacturers' representative, Shops Building, left last Monday for a trip in the middle west. Mr. Koempel is carrying decorated china and glassware lines.

J. H. Folwell, head of the Folwell Co., Davenport, Ia., was in the Chicago market last week on a buying trip. Mr. Folwell is also interested in stores at Racine, Wis., and Cedar Rapids, Ia.

The Cooper Carlton Studios, Inc., received their state charter last week from the Secretary of State. This concern, which is located at 5311 Hyde Park Boulevard, will deal in furniture, fixtures, art goods, draperies, etc. Those incorporating are Roy M. Harmon, Marie L. Foehringer and Allan T. Gilbert.

Burley & Co., Chicago, decreased the number of their directors last week from seven to three, by consent of the Board of Incorporations, State of Illinois.

H. Greenwald, Tucson, Ariz., and Mrs. E. W. Hicks, Auburn, Ind., jewelry buyers, came to Chicago last week for new stocks of cut glass and jewelry.

E. A. Boring, manager of the Chicago office of the Crooksville China Co., Palmer House, is away on a business trip in the Northwest and West. He will return to Chicago about May 17.

H. E. Burks, an eastern housefurnishings buyer, located at Richmond, Va., came to Chicago recently on a buying trip.

A. S. Douglass & Co., 1600 First National Bank Building, has been incorporated for \$5,000. The firm will deal in smokers' articles, novelties and jewelry.

Levinson Bros., Inc., Chicago, have changed the name of their firm to the Consolidated Lamp & Shade Co., and increased the capital stock from \$5,000 to \$12,000.

H. A. Best Lamp Co. increased the number of their directors from five to seven last week.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## Visit the PALMER HOUSE



### And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East  
Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
decorated.  
Aluminum for special sales and high  
grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear. 4700

**E. M. MEDER**  
17 North Wabash Avenue  
Chicago

*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**  
Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.

*Representing*  
**MERCER POTTERY CO.**, manufacturers  
of Quality Dinnerware and Hotel Ware.  
**IROQUOIS CHINA CO.**, manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
Chicago)

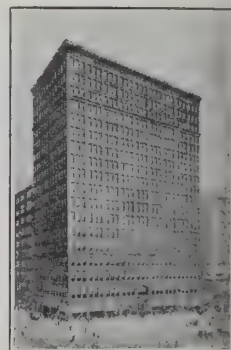
**FRENCH CHINA CO.**

*Office and Display Room*  
136 West Lake Street

**KAY BEE CHINA WORKS**

*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

**HEYWORTH BUILDING**  
Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

Walter S. Redfield, Room 309

*Representing:*  
**A. H. Heisey & Co.**, "Diamond H"  
Glassware. Pressed and Blown Table  
Ware, plain and decorated.  
**S. A. Weller**, Jardinieres, Umbrella  
Jars, Vases and Art Pottery in High  
Grade Novelties.

John S. Ward, Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shade

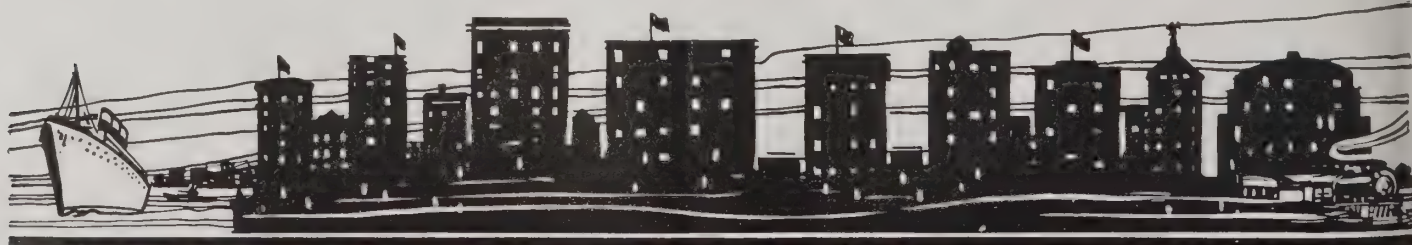
**THE McANULTY CO.**

Aluminum for special sales  
Copper and nickel plated ware  
17 North Wabash Ave.

**FOSTORIA GLASS CO.**

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware, Harry G. Dalzell  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent. Phone  
Central 3497.





# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

Published Every Thursday

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Pittsburgh

M. K. ZIMERMAN  
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East Liverpool

VOL. 94

MAY 18, 1922

No. 20

## AS THE EDITOR SEES IT

### THE PEOPLE WHO PASS BY

TWO merchants happened to meet a short time ago in a local salesroom and as the conversation drifted from general business to the discussion of window display, one of the merchants made what the other considered an unusual remark. And this unusual remark was, that the merchant's assistant had hit upon the idea of analyzing the people who passed by his store, with the idea of making and changing the window displays to appeal as strongly as possible to those who passed by. The second merchant laughed and said that it sounded rather far-fetched. The other merchant said he thought much the same when he first heard about it but that they tried it out and much to his surprise it worked out well—attracted many new customers and brought in many old ones more often. This idea may or may not appeal to you. I cannot guarantee its success but it is a little newer than some ideas and having possibilities I am passing it on for what it may be worth.

BUT the idea will be worth nothing if you don't try it out, and one of the practical methods of making use of the plan is to first check up the crowds who pass your store, in the morning, at noon, mid-afternoon and late afternoon. Any observing salesperson will be able to find out many interesting things. If your store is on a main street or near a car station or line you will very likely discover that there is a pretty regular movement of people by your store on their way to work about the time it opens in the morning. Early morning shoppers also put in an appearance at this time and continue for some time later. During the noon hour there is another movement of people to the station and a fairly good

crowd of people who are spending a part of their lunch period for window shopping. In the late afternoon comes the theatre crowd and afternoon shoppers, and a few hours later, the return of the morning crowd on their way home from work.

NOW, if you found out that, let us say, about one-half of the number of these people who pass by one day will pass by on the next day, would it mean anything? It probably would and your answer would probably be very similar to the answer of the merchant referred to. He found out that it represented approximately 50 per cent. And knowing this he came to the conclusion that it would certainly pay him to change his window displays as frequently as practicable. Instead of keeping the windows unchanged for a week and thus making no appeal to half the people who passed by, would it not invite a considerable number into the store by making new displays every three or four days? The merchant who tried the idea out replied, "Unqualifiedly yes." And the reason why he so firmly believes in changing displays is based not alone on the bigger sales resulting from it but also to this very logical and sensible reason. That people are not attracted to the same old thing. They lose interest in viewing a window after the first day, and by losing their interest the merchant also loses an opportunity to sell the goods he has to show. This is not a brand new idea. It has been used by many department and chain stores for some time. Perhaps you may think there is nothing in it and you may be right, or you may be wrong, but you will never know what it is worth unless you try it out.

# Talks by the Salesmanager

In Which Some Peculiar Prejudices of Salesmen and the Question of "Skipped Dealers" Are Considered, and the Element of Persuasion in Salesmanship is Touched Upon

BEFORE turning to the company of salesmen gathered for the usual Saturday morning talk, the Salesmanager took a typewritten list of names from his coat pocket and spread the paper on his desk.

"Gentlemen," he observed quietly, "I have had occasion to look up in the mercantile reports the list of dealers in the several towns in which we do business and I find a considerable number listed and rated satisfactory whose names do not appear on our books. Before I take up the cases specifically with you, I want to have a little talk along general lines about skipping dealers.

"There is a peculiar tendency among traveling salesmen which I have observed a great many times, and which I could never satisfactorily account for. I refer to the disposition to pass by some prospects without any but the most superficial investigation of their willingness to buy, and in many instances, no investigation at all. The salesman somehow gets the idea into his head that so and so are 'no good' and so he never calls on them.

"Sometimes the salesman hears this from some fellow traveler; and other times it is just a preconceived notion of his own.

## PERSONAL INVESTIGATION

"My own experience and observation lead me to the conclusion that nobody's advice is good in regard to whether this man, or that man, would make a good or desirable customer or the opposite. You have got to go in and look the man over for yourself. All that you have heard about the house may be entirely wrong. It is not good policy to seek this advice from outside parties to any great extent. The answer you will receive from a fellow traveler, upon making inquiry of this or that dealer, depends pretty largely upon the humor he happens to be in. If he has had a good day's business, and is not too tired, he will be expansive and optimistic. The prospect under discussion will straightway be 'fine,' 'great,' 'right up to the handle,' 'elegant gentlemen,' 'doing a land office business,' and so on. Catch the same man when he is feeling blue and down on his luck and make the same inquiry and the chances are you will get 'old grouch,' 'tough proposition' or 'the limit.'

"This disposition to listen to what they may hear about dealers whom they have never called upon is found more among the younger salesmen; but the old men are just as bad in another way on account of their dependence upon instinct or something like that, instead of making a personal investigation. Particularly is this the case where the salesman is getting a fairly satisfactory trade out of the territory.

"I once knew of an extreme case where an old salesman would not call upon a dealer until he was simply forced to do so by his house, and then he deliberately offended the head of the firm so he would not have to call on him again. If the same man had been called upon to explain his prejudice against that house, he would perhaps have had great difficulty in putting up a plausible excuse. The probable truth of the matter was that he did not personally like the buyer.

## OVERCOMING PREJUDICE

"One reason why a man entirely new to a territory, and who has to depend upon what he can dig up in the way of information, will sell more than a man who has been covering the same ground for a number of years, is that the new man will stumble into those houses which his old predecessor has been side stepping right along. He hasn't any barnacles in the way of old time prejudices to carry around with him, and he simply gets there. It is to gain this very effect that I have known firms to shift their men around every little while. The alleged reason for the shift was, of course, given out to the men as something entirely different.

"I don't believe in any such means, boys, so you needn't feel uneasy. The fact is, I don't consider that plan a remedy. I am going to try to educate you fellows out of your prejudices and preconceived notions. We need your ripe experience in your territory for various important reasons. Prejudice means ignorance; consequently it must give away to enlightenment. I want you gentlemen to show me that you can be too big and too liberal-minded to allow small personal considerations to get between you and an honest effort to serve this house as its representatives to the very best of your ability. You are a fairly broad-minded lot, and yet I believe that I am going to find a number of cases of this commercial buck fever when I get down to analyzing some of these individual cases with some of you.

"It's amusing what odd ideas a salesman will permit himself to be pulled around by, when he could get the best of them by simply looking in and finding out the actualities. A young friend of mine was telling me the other day about a circumstance that happened to him one time. He had been employed to sell specialties for a wholesale grocery house. The first trip, they gave him a baking powder to push. He went to a certain town and the first dealer he struck he sold a nice order. He canvassed the town and, while he sold some more orders, his first sale was the banner sale for that town. After a



reasonable time he had the baking powder pretty well introduced and they started him out with a special blend of coffee. The first town he struck was this same town, He hurried hot foot to the dealer he had worked so handsomely with the baking powder, expecting to get an equally good order for his coffee. To his intense surprise the dealer wouldn't even consider the goods. This knocked him out considerably, but he wasn't going to make a whitewash with that coffee after doing pretty decent with the baking powder and he worked as hard as he ever did in his life to place even a small order with some dealer; but he couldn't make it. He was desperate. Finally he narrowed the list down to one dealer whom he had passed up entirely when he was around with the baking powder because some of the fellows had told him this particular grocer was a bad one. The boys all let him alone. With a grim determination not to take defeat without a last final struggle, he went in and called on this man. The fellow met him with open arms. Said that was just the blend of coffee he had been looking for and gave him a generous order before my friend had half opened upon him. The moral is that if this young friend of mine had not been driven into the corner, he would have passed this dealer who was all right in every way, solely on account of a bit of drummers' gossip.

"The salesman wrongs himself by taking this kind of snap judgment on the trade. This house, for instance, is always ready to co-operate with a salesman or assist him in effectively cleaning up his territory. But how can we work in conjunction with you unless you first learn the conditions that exist and tell us about them? We want to know why these men do not buy our line. Then we will do our best to help you overcome the difficulty.

"Don't think, gentlemen, in accepting the assistance of the house toward increasing the productiveness of your territory that you are weakening your own position with the house. My work in the selling department makes me see more and more every day that the most valuable salesman is the one on whom the house can absolutely depend in working out a joint policy. It is the man who will co-operate, not the one who stand at arm's length from the sales department and grumbles because the house will not give him the right support, that is held in the highest esteem by the firm.

"Too frequently the only suggestion that comes from salesmen on the road is something to the effect that prices are too high. Now a letter like that only hurts the salesman. It cheapens him in the eyes of his employer. Outside of an auction room, price does not produce the sale. It is that other—that high character quality we call salesmanship. That is the quality that bowls over impeding conditions one after the other and accomplishes its purpose. Price is only one of the conditions and over it goes with the rest when true salesmanship comes to the front.

"Right along that line I want to say that I got a letter the other day from a customer complaining about a bill of goods and stating that he didn't really buy the goods because he wanted or needed them, but because the

salesman 'coaxed' him to buy something and he gave him an order to help him out. I felt very much humiliated when I received that letter, to think that any salesman in our employ would make himself and this house an object of charity. I want to make the point with you right here that the sales that stick and bring satisfaction to all the parties to the transaction are not those where the order is given to help a salesman out. Don't 'coax' your trade, don't persuade a buyer to accept a bill of goods. Convince him that he needs them. That they will make him money and increase his business by giving satisfaction to his trade. Persuasion has its place in the making of a sale. A conciliatory manner is necessary with the prospect, but below that should be the firm grip of conviction and desire to own that the buyer cannot get away from. The man who resorts to the childish expedient of 'coaxing' his prospect does not deserve his continued good will and patronage and very justly does not receive it. One order may be 'coaxed,' but that cancels all obligation to give another. Yes, cancels it so thoroughly that this feeling, taken together with an inevitable contempt for the salesman and the house he represents, may operate to alienate the customer completely. Don't you think, gentlemen, that a single order secured at such a cost is a mighty expensive proposition?"

### New Designs in English Pottery

These days of keener competition have made designers, modellers and engravers extremely busy, for not since pre-war days have so many new patterns, shapes and styles of design been put before possible buyers, says a recent article in the Times Trade Supplement. Special displays at London showrooms and at provincial hotel stock rooms have proved this. It is interesting to note that while mass production, especially by the chief export houses, develops, and mechanical processes such as printing and lithography are improving through use of patterns more suitable for the process, there is also reversion by a few firms to some of the hand and essentially craft processes which are adaptable without greatly increased cost of production. For example, the most ancient of all means of fabricating a pot-throwing on the wheel, is coming more into use. The shapes evolved are so superior in form and so refined in line as to justify the extra cost which the work of the skilled craftsman involves. Thrown work has almost always been associated with beautiful vases and decorative pieces, and with such utilitarian objects as insulators, but now it is being employed to some extent in teacups and toilet ware.

Another development in craft processes is the revival of hand painting in a bold, free and spirited painting of sprigs and conventional units which give a feeling of true craftsmanship. Such handiwork has for some time been applied by one or two firms to the decoration of dinner, tea, dessert and fancy wares, and generally on the glaze; but others are now extending its application to a variety of useful and ornamental lines and in colors applied under the glaze. This handwork may well de-

velop considerably, for it is not costly and a girl trained in an art school soon becomes both expert and inventive.

Another revival, though at present limited in its scope, is the use of slip (liquid clay) applied decoratively and in a color different from the body of the ware. It is an inherently ceramic process of applying clay on clay and it is the very method which Thomas Toft and others used in the second half of the 17th century when they made those famous slip-ware dishes, fabricated at the time for a few pence, or a shilling or so at the most, which are now changing hands in the sales of antiques up to a thousand guineas.

### Improvement in British Pottery Industry

There has been a further slight improvement in the pottery industry this last week, writes Paul S. Guinn, secretary to commercial attaché, London. Activities are centered in the earthenware and china sections, and demand comes mainly from export markets.

Unemployment is down to about 12 per cent., which should be compared with about 16 per cent. at the end of February.

Ceylon imported 554,196 rupees worth of chinaware in 1921, the record value of the past four years. In 1920 these imports aggregated 534,285 rupees (rupee=\$0.3244 at par); in 1919, 228,453 rupees; in 1918, 245,324 rupees.

### Belgium's Pottery Trade

Not only the recovery but the actual expansion which Belgium was able to make in its foreign trade in clay products last year can, when the complete prostration of industry in that country during the war and the stagnation of business everywhere in 1921 are taken into consideration, be viewed in the light of an achievement. From the pre-war and post-war figures compiled by the United States Department of Commerce presented below the extent of the revival in imports and the expansion of exports can be traced (kilo=2.2046 pounds):

Articles	1912	1913	1919	1920	1921
IMPORTS.	Kilos.	Kilos.	Kilos.	Kilos.	Kilos.
Earthenware, fine (except tiles).....	10,016,370	10,515,035	3,946,567	3,745,623	5,103,986
China ware (except tiles).....	2,764,808	3,230,004	303,584	1,031,952	1,531,339
Common pottery.....	8,627,505	6,073,816	937,328	2,547,049	2,368,236
Total imports.....	21,407,873	19,818,855	13,577,479	7,324,624	9,003,561
EXPORTS					
Earthenware, fine (except tiles).....	6,717,233	7,512,689	617,401	2,483,986	2,254,705
China ware (except tiles).....	45,354	54,174	6,280	97,402	180,361
Common pottery.....	7,930,768	6,218,682	2,654,910	5,226,852	2,417,438
Total exports.....	14,693,355	13,785,543	2,278,591	7,808,240	4,852,504

As can be seen, most of the 1921 export gain occurred in "terra cotta bricks, drainage pipes, and similar articles." Of the increase under this heading, the greater part was due to larger shipments to the Netherlands, which is credited with 695,796,788 kilos of these wares, against 410,065,857 kilos in 1920 and 198,475,769 kilos in 1913. France, the next largest buyer last year, took 79,921,634 kilos, contrasted with 126,790,900 kilos in 1920 and 46,041,930 kilos in 1913. The exportation of 11,933,569 kilos of these bricks and pipes to Great Britain

(the country ranking third in 1921) was a revival of pre-war trade, shipments thereto in 1913 having amounted to 12,128,239 kilos, in 1912 to 5,047,171 kilos, and in 1911 to 17,288,972 kilos.

### Scandinavia's Pottery and Glass Trade

In the official trade returns of Sweden, Norway and Denmark import figures are grouped by general classes and by quantities, without details of the value or of the origin or destination of shipments. Denmark publishes no export statistics but records the following quantities, in kilos of 2.2046 pounds for the years 1920 and 1921:

Denmark's Imports			
ARTICLES	1920	1921	
PORCELAIN AND BISCUIT WARE	Kilos	Kilos	
Decorated .....	603,900	494,300	
All other.....	977,100	857,200	
SEMI-PORCELAIN WARE			
Decorated .....	122,700	118,600	
All other.....	2,416,600	2,075,100	
GLASS AND GLASS WARE			
Lamp glass and lamp shades.....	234,100	220,800	
Tableware: hollow glass, smooth .....	729,200	653,300	
Polished and decorated.....	589,200	529,400	
Norway's Imports			
Pottery, common.....	765,312	282,571	
Semi-porcelain (except tiles).....	2,023,124	950,176	
Porcelain and biscuit wares.....	694,491	421,397	
Glassware other than sheet or plate....	843,468	490,924	

Sweden's Imports and Exports		
IMPORTS		
Porcelain .....	1,699,514	865,148
Crockery and faience.....	1,765,209	634,771
Glass and enameled ware.....	564,196	379,590
EXPORTS		
Table glassware, cut, ornamental glass, lamp glass, etc.....	2,329,238	355,421

While bricks and tiles are the only exports recorded by Norway, Sweden exports considerable glassware. Excepting imports of common brick by Denmark and plain bottles by Norway, all items in the tables shown indicate a sharp falling off from 1920, in some cases a decline of as much as 85 per cent.

### Spain's Glass Trade

The demand for glass and glassware in Spain in 1920 was many times the demand for the same articles in 1919. The glass and glassware imported by Spain in 1919 was valued at 870,120 pesetas, while in 1920 the ware imported had a value of 4,136,775 pesetas. The enormous increase in the value of the glass and glassware imported in 1920 may be accounted for by a general slackening in the glass industry in Spain. The export trade of Spain in glass and glassware also declined in 1920 as compared with 1919. The glass and glassware exported in 1919 was valued at 8,432,785 pesetas, while the value of the same articles exported in 1920 declined to 3,285,033 pesetas.

### Heard at the Trade Convention

Addresses at the Ninth National Foreign Trade Convention at Philadelphia this week stressed the economic interdependence of the nations of the world. President James A. Farrell of the National Council, in opening the convention, struck the keynote of greater prosperity through greater foreign trade. President Alexander of the National Bank of Commerce of New York depre-



cated efforts to minimize the foreign trade of the United States by saying that it was only 10 or 15 per cent of the country's total commerce, declaring that the difference between normal conditions and depression was no more than 10 or 15 per cent in volume. He argued that there can be no final recovery of the domestic trade in any nation until the normal international trade relations, which alone support the great international division of labor, can be reestablished. The importance of uniform credit instruments in foreign trade was emphasized by Mr. Wilbert Ward of the National City Bank of New York, and Mr. Charles S. Haight urged the adoption of The Hague rules governing the relations between ship-pers and ocean carriers, which, he said, are actually in force in Europe to-day. Mr. Charles C. Muchnic char-acterized as a gross fallacy the idea that a depreciated cur-rency gives a country a real advantage in foreign trade operations. He also declared that the heavy fall of the German mark was due mainly to false economic theories rather than to reparation payments. Mr. F. de St. Phalle pictured a bright future for trade between the United States and South America, saying that Germany had failed thus far to regain her trade in the latter. Mr. C. J. Warren said that while the big accumulations of capital in Russia are gone, millions of dollars in gold are buried there and may be dug up later when the people feel as-sured that it or property purchased with it will not be taken from them. Mr. Stanley C. Flagg advised more careful packing and a study of methods of loading and unloading freight.

Monthly Summary of Imports

Imports for the month of March, 1922, show a slight increase in value over the previous month but in many lines current values fall below the month of March, 1921. The latest figures, compiled by the Government are as follows:

	1921	1922
China, not decorated .....	\$ 42,628	\$ 38,755
China, decorated .....	452,598	365,896
From France .....	42,128	75,469
From Germany .....	135,487	102,274
From United Kingdom .....	57,621	53,999
From Japan .....	191,085	92,686
From other countries .....	26,277	41,468
Earthenware, not decorated .....	35,422	33,088
Earthenware, decorated .....	395,120	473,620
All other .....	43,120	40,639
Total .....	\$1,421,536	\$1,317,894
For Nine Months Ending March		
	1921	1922
China, not decorated .....	\$ 345,268	\$ 542,754
China, decorated .....	5,158,269	4,919,851
From France .....	529,836	628,399
From Germany .....	886,917	1,425,619
From United Kingdom .....	496,898	462,528
From Japan .....	2,865,866	2,003,461
From other countries .....	378,752	399,844
Earthenware, not decorated .....	338,951	232,094
Earthenware, decorated .....	3,385,011	2,970,315
All other .....	509,688	301,385
Total .....	\$13,896,456	\$13,892,270
DOLLS AND TOYS		
	1921	1922
Dolls and parts of dolls .....	\$ 65,917	\$ 77,295
All other toys .....	371,133	458,131
Total .....	\$ 437,050	\$ 535,426

For Nine Months Ending March			
	1921	1922	
Dolls and parts .....	\$1,816,634	\$1,122,223	
All other toys .....	6,314,946	4,181,001	
Total .....	\$8,131,580	\$5,303,224	
GLASSWARE			
For Nine Months ending March			
	1921	1922	
\$108,269 .....	\$149,244	\$1,232,017	\$1,197,409
CHINA CLAY			
For Nine Months Ending March			
	1921	1921	1922
\$98,228 .....	\$140,215	\$2,533,183	\$1,333,521
HYDRATE OF POTASH			
Containing not more than 15 per cent. of caustic soda			
For Nine Months Ending March			
	1922	1921	1922
\$34,108 .....	\$275,880	\$419,482	
ARTICLES OF METAL ENAMELED OF GLAZED WITH VITREOUS GLASSES			
For Nine Months Ending March			
	1921	1922	1921
\$27,206 .....	\$23,486	\$309,043	\$248,666

How's Business

A general average taken of business conditions throughout the entire country for the current week dis-closes the fact that with more seasonable weather there is a slight picking up of retail trade, although compara-tively few sections of the country report conditions as better than fair. Construction trades and industries con-tinue to send in good reports and Bradstreet's survey continues to take a cheerful view of conditions and re-ports failures as again decreasing.

The report of the merchandising activity of the Credit Clearing House says that purchases from manufacturers and wholesalers throughout the country increased 1 per cent for the current week over last week. Buying was, however, 5 per cent less than last year and 5.3 per cent under a like period in 1920. Gains in buying compared to last week were reported in all sections of the country, the mid-west agricultural section alone excepted.

IN THE EAST

In New York the wholesale and jobbing trade, indus-tries and retail trade is fair with the trend showing a gradual improvement. In crockery, glassware and house-furnishings, demand continues spotty, but with a de-cidedly good demand for dinnerware of the better grade, while lower grades are less active. General lines of glass-ware are for the most part rather slow with soft drink glassware noticeably active. Owing to continued activity in building there is an increased demand for lighting glassware and a little improvement is noted in the brush business. Collections remain fair. Newark reports that retailers are buying more liberally but a good many are still holding off for lower prices. Building is ac-tive, especially in suburban towns where medium-priced homes are being constructed in large numbers. Sales of new automobiles are increasing and banks report a large demand for loans. In Philadelphia building is growing more active and new operations are numerous but col-lections are unimproved. In Pittsburgh general business continues to improve despite the coal strike, but collec-tions remain slow. Buffalo reports that manufacturing

is improved and there is a shortage of unskilled labor.

#### IN THE WEST

In Chicago industry is improving, all building materials moving freely. There is also increased buying in house-furnishings and collections are fair. Cincinnati reports that industrial conditions are better but not much future buying is being done. Building prospects are good, retail trade has improved but collections remain slow. In Cleveland retail trade is fair, building is more active and collections slow. Detroit reports a general improvement in business but retail trade is somewhat dull although there is some buying for fall delivery. Industrial conditions are practically normal and several thousand are being added to the pay rolls weekly. There is a satisfactory demand for automobiles, building is active and collections, while slow, are better. Richmond, Ind., reports that trade is fair and collections better in the larger towns, but continuing slow in country districts. Kansas City reports a steady improvement with collections continuing backward. In St. Joseph business shows improvement and retailers have benefited by better weather. Building is showing activity and collections fairly good to slow. St. Louis reports that wholesale trade is picking up, retail trade is greatly improved and collections are fairly prompt. In Milwaukee retail trade is good and collections slow. Minneapolis reports that retail trade is fair, building very active and collections slow to fair. St. Paul regards business as satisfactory with crockery and glassware improving and all retail trade showing an increase with collections fair to slow. In Des Moines retail trade is about as usual for this season and collections somewhat slow. Omaha reports retail trade improved with warmer weather, building continues active and collections improved. In Sioux City better weather has stimulated retail buying and retailers' stocks in the country towns are pretty low.

#### IN THE SOUTH

In Baltimore the upward trend in business continues, wholesale trade a little quiet but business at retail is better. Industry is picking up and unemployment is decreasing. Charleston reports that steady advertising and reduced price sales have helped retail business. Collections continue fair. In Chattanooga retail trade is good but cut-price sales continue and collections are slow. In Nashville building continues active and retailers report fair trade. Birmingham reports retail trade as fair and collections fair to slow. In Dallas warm weather has helped retail trade and collections are fair.

#### ON THE PACIFIC COAST

In San Francisco trade and manufacturing are reported as fair, building fairly active and collections slow. In Portland, Ore., building continues active but retail trade is quiet. In Seattle general trade shows improvement, home building active and mail order houses report an improvement in sales.

Glass was made in Egypt 3000 B. C. Transparent glass was made in 710 B. C., and glass windows were introduced into England in the Eighth Century.

### Retail Trade in April

Following are reports of mail-order houses and chain stores for April, this year and last, and for March, 1922, and also for the four months ending with April:

Mail-order	April, 1922	April, 1921	March, 1922
Sears-Roebuck	\$14,712,632	\$16,375,290	\$15,801,061
Mont. Ward	7,357,640	6,464,073	8,031,474
Total	\$22,070,272	\$22,839,363	\$23,832,535
Chain stores			
F. W. Woolworth	13,438,943	10,967,482	11,847,125
S. S. Kresge	5,208,330	4,391,968	4,480,949
S. H. Kress	2,396,041	2,160,041	2,133,649
J. C. Penney	3,942,629	3,726,325	3,153,020
McCrory Stores	1,386,224	1,073,978	1,214,998
Total	\$26,372,167	\$22,319,794	\$22,829,741
Grand total	\$48,442,439	\$45,159,157	\$46,662,276
			Change
Mail-order	Four mos. '22	Four mos. '21	p. ct.
Sears-Roebuck	\$57,115,423	\$66,082,259	d 13.5
Mont. Ward	26,767,952	25,043,393	i 6.8
Total	\$83,883,375	\$91,125,652	d 7.9
Chain stores			
F. W. Woolworth	\$44,900,408	\$40,283,977	i 11.4
S. S. Kresge	17,050,173	15,701,422	i 8.6
S. H. Kress	7,996,527	8,257,103	d 3.1
J. C. Penney	11,655,806	12,949,713	d 10.0
McCrory Stores	4,627,269	4,103,235	i 12.7
Total	\$86,230,183	\$81,295,450	i 6.0
Grand total	\$170,113,558	\$172,421,102	d 13.

The combined sales for April show a gain of 7.3 per cent over April, 1921, and for the first four months there is a decrease of only 1.3 per cent from a year ago.

### Sidelights on European Markets

Last year we received about 95 per cent of our imports, and it is my opinion that we will receive delivery on about 90 per cent of the merchandise we bought abroad this year," declared Leo Arnstein, former china and glass buyer for the E. Schuster & Co., Inc., of Milwaukee, Wis., now merchandise manager for that house, before he left East Liverpool for the New York market. Mr. Arnstein returned from an extended European trip late in April, and after spending a few days at his desk started out into the American market, and on his visit to the Wheeling, W. Va., East Liverpool and Pittsburgh districts was accompanied by Albert Papke, who succeeded him as manager of the china and glass department. "You still have to register with the police department and pay a fee for registering when you go into Germany," said Mr. Arnstein. "We used to do the same thing when we visited France, but that has been done away with."

"Germany now sells all export merchandise to American buyers on the dollar and cents basis. One half of the invoice cost is turned over to the German Government, and in return the manufacturer is given that amount in marks. In other words, if a bill of export merchandise is sold to an American buyer at \$50, then \$25 is turned over to the Government, and the manufacturer is returned \$25 in German marks, and it is this money that he uses to buy material and pay labor. By this method the Government is fast establishing a foreign credit. Hotel costs are just double when compared with



what a native has to pay. We all know that and expect to pay these excesses.

"We have heard a lot of talk of late about the foreign factories not being able to make deliveries, but it is my conviction that the majority of American buyers will get their merchandise quicker than they expected. So far as our house is concerned, we're now receiving goods I bought while abroad, and the second car lot is now on the way. All of the potteries in Germany are working, although the metal industry is just now tied up by a strike.

"It seems as if the potteries in Germany are making shipments on about the same scale as do the American manufacturers. There may be a little delay in getting some orders through, but in the end I believe all orders will be filled, especially all American orders."

Mr. Arnstein when he left Milwaukee last week first went into the Zanesville and Bellaire districts, then spent a few days in the East Liverpool territory. From there he went to Pittsburgh, and then east to New York where he is spending the week.

### Notes of U. S. Ceramic Investigations

During the firing of ceramic wares, shortly after the body has been completely dehydrated, what is known as the "oxidation period" begins, during which time many chemical and physical changes take place. Just what these changes are and how best to facilitate the desirable and at the same time retard or eliminate the undesirable is to be the subject of an extended physico-chemical investigation at the Ceramic station of the Bureau of Mines at Columbus, Ohio. Chemical analysis and microscopic examination is to play an important part in this work. Preliminary work is under way upon the dissociation of siderite and pyrite under varying temperatures and pressure conditions. An apparatus is being designed to measure volume and weight changes in one operation. This work is of prime importance, as chemical changes take place during this period which, if not properly understood and controlled, are likely to cause the ruination of the product.

The study of the effect of low calcination temperatures on the adsorption of water by clays, being made at the Columbus Experiment Station, has been completed on 12 clays, showing that the adsorption may be reduced to zero by this treatment. Microscopic examination of the clays showed that silicic acid and alkali silicates are present in many clays of relatively high plasticity. Work on the mechanical movement of water through clays was continued.

The report on the technology of the clays of the State of Washington, prepared by engineers of the Northwest Experiment Station of the Bureau of Mines, Seattle, Wash., is practically completed. Fusion tests of the second series of whiteware bodies made of all Pacific Northwest materials range from cone 29 to cone 31 plus. Analysis of the electrically-fused English china clay gave approximately 63 per cent alumina, 34 per cent silica and

2 per cent lime, showing that a portion of the silica had been removed, leaving nearly pure sillimanite. Work on the new ceramic laboratory at this station is being continued.

### Business Briefs

The American Toy Co. has leased for a term of years the factory building at 69-71 Bruen St., Newark, N. J.

Mrs. Mary G. Robb, Cincinnati, O., will open a new gift shop on Walnut St., having secured a five-year lease on the premises and will give up her present store on Race St. Mrs. Robb also manages a gift shop in Avondale.

Kassal Kilmer, formerly of Kingston, has opened a new 5-10-25 cent store in Catskill, N. Y.

The Universal Products Co., Oakland, Cal., has broken ground for a new factory to cost \$100,000. About 1500 will be employed in the exclusive manufacture of household utilities.

R. E. Douglass, formerly buyer of the china and house-furnishing department of Alexander Kornhauser, will open a crockery and glassware store at 112 East Mifflin Street, Madison, Wis.

The Brandon-Durrell Co., South Bend, Ind., has reopened after the recent fire which burned out the entire fourth floor.

The partnership of T. G. Mitchell & Son, crockery and glassware dealers, Lubec, Me., has been dissolved. James W. Mitchell, the son, is retiring because of ill health and the business will be carried on in the future by his father, T. G. Mitchell.

The H. A. Meldrum Co., Rochester, N. Y., is now being operated by equity receivers to conserve assets because of the financial difficulties confronting the firm. The liabilities are given as \$500,000 and the assets as \$850,000. Several have submitted bids for the big department store property but the prospective purchaser, it is rumored, is likely to be the Edwards Co.

F. W. Woolworth Co. have reopened their Dover, N. H., store in the National Block, moving from the Masonic Temple. The Woolworth Co. now operates 1187 stores, and this store is the 124th store in New England.

Shaffer's Hall, East Market St., Wilkes-Barre, Pa., has been purchased by John Reppa for \$29,000, who contemplates remodelling the building for conducting a general department store business.

Miss M. Harrison has opened a gift shop on the second floor of Kirvan's department store, Columbus, Ga.

# Merchandising News from the Retail Stores

Sales Notes Which Show What Well Known Shops Are Doing to Promote Trade--Crockery and Glassware Continues a Feature—Art and Gift Goods and Housefurnishings Well Displayed

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MORE than three-fourths of the basement of Bloomingdale's, Fifty-ninth Street and Third Avenue, accommodates housefurnishings lamps, china and glassware. A large assortment of enameled and aluminum ware is shown on many tables; tea kettles at \$3.49, large size and smaller ones at \$2.95; stew pots, large size at \$3.25; also a full line of aluminum ware at attractive prices. Universal percolators, pans double boilers, mixing, drinking, measuring cups, Manning Bowman percolators and other aluminum articles. A new frying pan called the "Silveray" which is attracting much attention, as it is non-absorbent, and foods cannot stick to the bottom of the pan, is being displayed at one entrance of this department. Brass goods, flower hanging baskets, bowls, jardinières, plain, etched open work and hammered designs and umbrella stands, are shown on one of the table. These are seasonable articles. In the china and glass section there is a sale of dinner sets at attractive prices and unusual offerings in cut and plain glass objects. In the lamp section, which is part of the china and glass division, there is a comprehensive stock of unusually beautiful lamps and unique shades, in many colors, trimmings and hand decorations. The parchment shades are novel and good summer inducements, appropriate for the bungalow and summer cottage.

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The third floor of John Daniel, Ninth Street and Broadway, is given over to a fine display of china, cut and art glass and Gift Shop attractions. Special values are offered in gold banded dinner sets sale price at \$59.90 and others at \$17.75 with floral and conventional borders. Some discontinued patterns dinner sets at the ridiculously low sale price, \$12.75. Some excellent values on refreshment sets for the day sale at \$6.50, six glasses and pitcher in fine cutting and graceful shapes. An extensive line of smokers' articles, art glass and pottery and other Gift Shop inducements are offered in this department. Some very attractive painted waste baskets in bright colors and novel designs, also a variety of trays and small unique article for special tokens have a prominent place on the various tables which offer suggestions to those seeking dainty and unusual remembrances for springtime anniversaries.

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Retail Florists are making a special feature of glass and pottery containers for flowers. Very handy baskets for trailing vines and colored glass bowls with the "Japan" flower holder are extremely popular. Even ornamental candlesticks to be used in combination with the flower bowl are finding a ready sale with florists. This line is an innovation in the florist trade and is becoming

more and more necessary for gifts accommodating floral tributes, and for bon voyage messages and welcome tokens.

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The "Gift Shop" Department announced by a gold sign over the entrance on the third floor of Hearn's, West Fourteenth Street, has been so successful that it is now a permanent department, under the supervision of Miss Fairchild, who is buyer for this and another new department "The French Shop" on the same floor. A very extensive line of fine glassware, in plain colors and crackle, and also very attractive cut glass bonbon dishes, artificial flowers in a profusion of natural blooms suggestive of the season, ice cream and frappé dishes, with straw trays in floral and fruit decoration are elaborately displayed on the various table in this department. Japanese tea sets, in colored and floral designs are also shown to advantage which are particularly desirable for summer gifts. Prices are all consistent with public demand and the department as a whole is a novel section of this floor. A variety of unusual lamps, reading, table and boudoir, in all the novel trimmings, chiffon, gold lace, and fringe, and also parchment shades, combine to make the department a delightful and charming addition to the Gift Shop division.

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A very showy window display of Housefurnishings and Garden tools at Rothenberg's department store, West Fourteenth Street, is interesting shoppers of summer needs. A line of "Wear Ever" aluminum pans with and without covers, priced at 49 cents each for special sale day, refrigerators at \$20.98, \$27.98 and \$32.98, Elgin ovens at \$2.79 and \$3.49, aluminum coffee percolators at \$1.34 and \$1.54, white enameled nursery refrigerators at \$4.98, china sets of 32 pieces, gold design at \$2.49, and the popular blue bird decoration 32 pieces at \$4.98 are some of the extraordinary tagged prices. A full line of window flower boxes various sizes and prices, garden tools; trowels, lawn mowers and a variety of other articles for household and garden use have a conspicuous place in this attractive window.

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The Woolworth stores are featuring a "May" sale of glassware and china. Glass pitchers, small and large, covered butter jars, tall vases for long stemmed flowers and smaller ones for buds, in plain and fancy pressed glass, are telling specialties of the season's demand. China cups and saucers, soup plates and other plates in gold design and the blue bird decoration are being shown in the windows of these chain stores—all splendid values.



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

THE best possible news continues to be received of the excellent progress being made by W. E. Pomeroy of the Horace C. Grey Co., who is getting along so nicely, in fact, that he will probably resume his duties with the firm at a much earlier date than was anticipated. He writes the office from Atlantic City, where he has been with his wife and mother for the past month, that he now tips the scales at 211 pounds.

Frederick Skelton left on Tuesday for Follansbee, W. Va., for a visit to the plant of the Jefferson Glass Co., he will also visit the H. C. Fry Glass Co., the Diamond Glassware Co., and the Utility Glass Works while away, all of which are represented by him in the New York market. Mrs. Skelton and his young son accompanied him on the trip. The latter will be guests of C. H. Blumenauer of the Jefferson Glass Co., and Mrs. Blumenauer, while Mr. Skelton is visiting the other factories mentioned.

J. I. Clark who recently succeeded his brother as buyer for the Howland D. G. Co., Bridgeport, Conn., made his initial buying visit to New York for the concern on Tuesday.

C. V. Harris, sales manager for Sherwood Bros., Zanesville, O., and E. C. McElhose, sales manager for the Paden City Pottery Co., Paden City, W. Va., were both visitors the latter part of last week at the office of the H. C. Gray Co., who handle their lines here. They were on their way to New England. This was Mr. McElhose's first visit to New York.

Charles A. Postley & Son now have everything in apple pie order at their salesrooms, 2 East Twenty-third Street. With the addition of another display room which they took over on May 1st, on the same floor as the one they formerly occupied they made various changes and improvements, which will add materially to the efficiency of the business. They have added several interesting new lines of housefurnishing specialties, including complete lines of wooden ware, bath room mirrors and cabinets and bird cages.

George O'Hara, china, glassware and housefurnishing buyer for the Famous Co., McKeesport, Pa., has resigned his position with the concern to accept the buyership of the same departments for the Shartenberg & Robinson Co., Pawtucket, R. I. He assumes his duties with the latter concern on July 5th.

It is reported that C. W. Neyhard, who has been china,

glassware and housefurnishing buyer for Miller, Rhoads & Swartz, Norfolk, Va., for some years past, has resigned his position with the firm. It is understood that no successor has yet been engaged to take his place.

Verner D. Kinnan, eastern representative of the American Clay Products Co., Zanesville, O., and Harry J. Bennett, eastern representative for the Crooksville China Company, Crooksville, O., both visitors last Saturday at the office of Guy Cooke, New York agent for both lines, with whom they stopped off for a chat on their way to New England.

Percy L. Leyland, head of the importing firm bearing his name, returned last Friday after making a several weeks' tour of the middle west in the interest of his lines.

E. Torlotting, American representative for the St. Louis Crystal, Govda Art Pottery and other lines, arrived home last Thursday after making a trip which took him as far as Kansas City. After resting up this week, he expects to spend the greater part of next week calling on the Boston trade. He will show his lines at Youngs Hotel.

## An Artistic Booklet

An attractive catalogue, illustrating an attractive line, is a pretty good combination, and the United States Glass Co. are receiving many compliments from the trade who have received a copy of this new and artistic brochure which so well displays a complete line of the beautiful "Queen Ann" glassware. This new line is one of the latest offerings of the company and comprises charming and distinctive shapes in fine fire-polished pot glass in an unusually harmonious old Colonial design. The catalogue with cover in blue and gold, is one of the most attractive which has come to our desk for some time and is the work of the Robert Rawsthorne Engraving Co. If any of our readers have not yet received their copy we would suggest writing the company for one.

## David L. and Chas. L. Wise to Represent Flogel Decorating Works

An arrangement has been consummated between David L. Wise and Chas. L. Wise, manufacturers' representatives, 10 West 23rd Street, and the Flogel Decorating Works, well known decorators of glassware and china, 129 Fifth Ave., whereby they will have exclusive representation of the Flogel line for the entire country.

Coincident with their taking on the line, the Messrs. Wise added another room to the suite which they occupy at the above address, which enables them to display the Flogel samples in a room by themselves. This acquisition now gives them four rooms in all.

They have adopted an unusually attractive color scheme as a background for showing their lines. The entrance rooms, 400 and 401, are done in mahogany and purple, room 402 in white and purple and 403 in gray and purple.

The other lines which they represent are the Emil F. Kupfer factory, Brooklyn, heavy cut glass, and the West Philadelphia Cut Glass Co., Philadelphia, light cut glassware.

### Trade Golfers Open Season

The opening game of the season's series of games was played at the Essex County Country Club, East Orange, N. J., on Tuesday by the Pottery, Glass & Brass Golf Association.

Bright skies and ideal golfing weather brought out twenty-one players to enjoy the game. They were as follows: Geo. L. Lobsitz, R. A. Jacobus, T. G. Jones, H. T. Owens, L. S. Hinman, R. S. Hursh, J. E. Killackey, C. A. Dodson, H. G. McFaddin, L. S. Owen, G. L. Pitcairn, W. S. Pitcairn, E. H. Peck, H. S. Whiting, John Day, W. H. Lyons, John Crawford, W. T. C. Carpenter, R. B. Cressman, Mr. Harcourt and Mr. Paine.

L. S. Owen and R. A. Jacobus were tied for the low net score with a total of 171 for the thirty-six holes and were also tied for the best selected score with 76.

The real victor will be determined when Messrs. Owens and Jacobus meet at a later date to play off for the prize.

C. A. Dodson was a close second in the game with a score of 177.

### Explosion Injures Eight

As we are going to press our special correspondent and representative in the pottery district wires us that eight men and one woman were seriously injured when an explosion of natural gas wrecked a glost kiln at the McNicol Corns Pottery plant, Wellsville, O., Tuesday. Property loss estimated at eight thousand dollars resulted. A leak in a gas main created a "pocket" within the kiln and when kiln drawers started to draw the kiln the explosion occurred. The injured were removed to the East Liverpool City Hospital.

### Louis W. Greeman to go with Soy Kee & Co.

On or about June 15th, Louis W. Greeman, the well-known specialty salesman, will become associated as a member of the sales staff of Soy Kee & Co., 7-9 Mott St., one of the largest importers of Chinese goods in America. He will sell both on the road and locally. Mr. Greeman has been identified with Chas. Zinn & Co. for the past two years, as manager of the firm's specialty department, which he has established on a very successful basis. In making the change this department will fall

to the charge of Edward Greeman, his son, who has been associated with his father as assistant ever since he went with the company. The younger Greeman, or "Teddy," as he is familiarly known in the trade, while his experience has been limited to only a few years, has made an excellent record as a salesman, showing evidence in his work of possessing all the "pep" and go for which his father is noted.

One of the features of his new position, which delights "Louis" more than anything else, he says, is the fact that he will again be brought in contact with the china buyers, whom he formerly called on for so many years.

### Interest in Oriental Wares

A number of inquiries of late have been interpreted by some dealers in the light of an attempt to sound out the demand for Oriental goods of all kinds. One of the largest importers of decorative baskets, which sold in large quantities during the last two years, recently imported as samples thirteen cases of vases, cups, fishbowls and decorated plates. These come from Peking, Canton and Hankow and it is expected that a large eastern market will be developed for this class of merchandise, which supply the hotel, cabarets and oriental departments of the larger retail stores.

### Buyers in New York

MAY 10, 1922.

J. H. McKeon, housefurnishings, Dutton's Roxbury Store, Boston, Mass., Latham.

M. I. Blum, lamp shades, M. I. Blum, Philadelphia, Pa., Pennsylvania.

Miss M. Lensenhuber, china and glassware, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

William Weisenberg, mdse. manager, Halle Bros. Co., Cincinnati, Ohio, care F. Atkins, 220 5th Avenue.

MAY 11, 1922.

G. Lamson, house furnishings, Sage, Allen & Co., Hartford, Conn., 404 4th Avenue.

W. H. Hager, Jr., general mdse., Hager Bros., Lancaster, Pa., 404 4th Avenue.

W. H. Cruikshank, mdse. manager, Reid & Hughes Co., Norwich, Conn., 404 4th Avenue.

F. E. Eastman, mdse. manager, Eastman Bros. & Bancroft, Portland, Me., 404 4th Avenue.

Wm. Zettelmeyer, toys, John Taylor & Co., Allentown, Pa., Martinique.

T. H. Merriam, toys, Dayton Co., Minneapolis, Minn., 225 5th Avenue.

R. Beacon, Division mdse. mgr., Strouss-Hirschberg Co., Youngstown, Ohio, care Baer & Lilienthal, 1150 Broadway.

MAY 12, 1922.

G. A. Ford, toys, Montgomery Ward & Co., Chicago, Ill., 309 6th Avenue.

E. R. Hardage, china and glass, Popular D. G. Co., El Paso, Texas, 352 4th Avenue, care Kirby, Block & Fisher.

J. P. Moreland, toys, Dunlap D. G. Co., Mobile, Ala., 256 Church Street.

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 4th Avenue.

Elmer Dean, mdse. manager, Sheehan Dean Co., Elmira, N. Y., American D. G. Co., 105 Grand Street.

MAY 13, 1922

E. R. Hardage, china and glassware, Popular D. G. Co., El Paso, Texas, care Kirby, Block & Fisher, 352 Fourth Avenue.

R. S. Halliday, toys, Terzfeld, Phillipson Co., Milwaukee, Wis., care Fellows Buying Corporation, 1164 Broadway.

J. P. Moreland, toys, Dunlap D. G. Co., Mobile, Ala., 256 Church Street.

(Continued on page 30)



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

GOOD dinnerware continues in rather active demand, the majority of pottery manufacturers report, but receipt of orders for the more popular lines and lower priced merchandise is slow with a portion of the trade. Plain white business could be better. With an apparent decline in demand for this class of merchandise from the various coal mining communities. There is every reason for believing, however, that activity in all potteries will continue throughout the balance of the year. Last January, it is recalled, manufacturers declared they could "see through the first six months," but now there is every indication that present activity in all shops will be the rule through the last half of the year.

William H. Mackey, sales manager for the Smith, Phillips China Co., has returned from a western and northwestern trip. He has completely recovered from the illness which detained him a fortnight in Milwaukee.

M. J. Ryan, buyer of dinnerware for the Mitchell, Woodbury Co., Boston, who has been spending a season in the East Liverpool market, has returned East. Mr. Ryan was looking up some back business and also anticipating future requirements.

Zed T. Smith, eastern salesman for the D. E. McNichol Pottery Co., is again at the factory after spending three weeks covering that territory. "I found business somewhat better this last trip than I did during the previous one," he observed.

In a colored page lay-out in the current issue of the Ladies Home Journal, having to do with American pottery, dinnerware patterns were illustrated from the Knowles, Taylor & Knowles Co.; Sebring Pottery Co.; E. M. Knowles China Co.; Homer Laughlin China Co.; Syracuse China Co.; Hall China Co., and Lenox, Inc., of Trenton. All of these patterns illustrated were presented the trade for the first time last January.

An additional kiln is being built at the plant of the H. R. Wyllie China Co., at Huntington, W. Va., all of which will increase the output of this shop.

M. H. Donaldson, salesman for the Homer Laughlin China Co., is back at his desk from a swing around the circuit, during which time he showed the most recent patterns being offered by this plant.

The annual convention of the National Brotherhood of Operative Potters will convene in Atlantic City Satur-

day morning, July 8. Delegates to the convention are now being elected by the various local unions. When the meeting opens, 125 resolutions having to do with the next wage scale and internal affairs of the organization will be presented.

W. S. George, head of the W. S. George Pottery Co., of East Palestine, O., who recently returned from a southern European trip, enjoyed a journey up the Nile, and on the steamboat had his meals served on ware from his own plants, and in a town on the Nile the hotel there served its meals on ware from the Knowles, Taylor & Knowles plant. Mr. George is now recovering from illness he contracted while stopping in Rome, and plans to leave within a fortnight for Asheville, N. C., for an indefinite period for the benefit of his health.

Cards announcing the marriage of Will A. Rhodes, general manager of the Chelsea China Co., New Cumberland, W. Va., and Miss Edna Daisy Bambrick have been received in the district. Mr. Rhodes is well known to many buyers, having been associated with different East Liverpool plants in years past. Mr. and Mrs. Rhodes will be at home to friends in New Cumberland after June 1.

Joseph P. Curry, salesman for the West End Pottery Co., is spending a season at the home office, having just returned from an extended trip over his usual territory.

W. E. Wells, of the Homer Laughlin China Co., will leave next week for Clarksburg, W. Va., to attend the annual meeting of the West Virginia Manufacturers Association, which opens May 25.

Thomas Braunstein of New York, who has been spending several days in the Sebring district, has returned to his home offices.

J. W. Watte, dinnerware buyer for Butler Bros., out of the New York offices spent a few days in the local district late last week. It was his first trip to the market since the close of the January season.

W. A. Byrnes, who has been making a trip through the Michigan territory in the interest of the French China Co., of Sebring, O., has returned to the plant. A decided improvement in general business conditions throughout Michigan was reported by Mr. Byrnes.

# What's New in the Market?

Here Are a Few Answers to This Question Which Will Keep Progressive Buyers and Merchants Well Posted on the New Offerings Received From the Most Representative Sources of Supply

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## Refreshing Treatments in Bassett China

SEVERAL new patterns placed on exhibit by Geo. F. Bassett & Co., 73 Barclay Street, during the past two weeks, in the well known Bassett china, are destined to prove a very pleasant surprise and will undoubtedly be enthusiastically welcomed, by buyers in quest of attractive dinnerware, at attractive prices. Despite the fine reputation of Bassett china in the past, the present collection of patterns may be said, without the slightest exaggeration, to be the finest they have yet turned out. One of the designs shows an all over Dresden effect, the floral clusters being very colorful and tastefully arranged. The pattern is given further charm by a coin gold edge and coin gold handles. The latter treatment is an innovation, as the line was formerly only produced with gold traced handles. Still another pattern that immediately attracts attention, on account of its being different from what is ordinarily seen, is a delft blue all over floral cluster. The clusters are gracefully arranged in rather large sprays that are most effective. Coin gold edge and half matt handles also add to its attractiveness. Still another very lovely treatment is an all over floral spray, done in delicate pastel colors with a royal blue border between gold lines offering a beautiful contrast. The new patterns include, as well, some very refreshing border treatments both in design and coloring.

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## Azurite and Carrara Ware Featured

At the salesroom of the Cambridge Glass Co., 184 Fifth Ave., Alex. Menzie, who represents the company in the local market, has on display several fancy lines of glassware which are receiving well deserved compliments from the trade. The "Azurite" line in a turquoise shade is shown in bowls, vases, candlesticks, comports, cheese and cracker sets and many fancy items in plain colors and also in gold encrustation with a distinctive "laurel wreath," a charming "rose" design and an attractive "Egyptian" pattern. The same fine quality glassware is shown in "ebony," a jet black coloring comprising a full line of fancies in both solid color and with gold encrustation in the effective rose patterns. A decided novelty in azurite ware is a bold and finely executed dragon design to be had in black and green. Another line which is attracting a good deal of attention is the company's "carrara" ware, in translucent white and encrusted gold, comprising a variety of items which form the fancy lines, with bowls obtainable with ebony glass bases. Blue and purple lustre ware forms yet another appealing display and is moving particularly well, for

two-toned effects continue to enjoy popularity through their undeniable beauty. In staple glassware, two complete lines of semi-cut ware in a wide range of items such as creams, sugars, nappies, water sets, bowls, etc., a large line of soda fountain glassware, table and stem ware and a special line of cutter's goods are displayed. Iron and paste mold blown jugs, water, oils, vinegar, etc., in clear and optic glass, a line of kitchen glassware, hospital and druggist's glassware and flower blocks in a range of eight sizes in crystal, ebony and azurite completes the Cambridge quality line.

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## Charming Fraureuth Ware

In their new and conveniently arranged salesroom, Justin Tharaud, Inc., 24 West 23rd Street, are displaying to particularly good advantage the extensive line of the Porzellanfabrik Fraureuth china for which they are the sole American agents. Among the newest arrivals are five new samples in dinnerware, one consisting of a fine trellis pattern in delicate tint with festoons of roses and forget-me-nots. A second treatment unusually rich in appearance is a floral border in two colors on a dark background, the dainty colorings of the floral decorations being well brought out by the contrast afforded and further enhanced by the burnished gold edge. Another in a narrow border pattern depicts red and pale blue flowers on a black ground with gold hairline inside and gold outside edge, framing as a picture the colorful design. A particularly appealing pattern to many who appreciate the softer colorings is a narrow border with oak leaf treatment in soft blue on a darker blue ground, with inside hair line and burnished gold edge. And for the buyers who are on the lookout for something in a bold and striking pattern with a harmoniously blending color, there is a deep scroll border treatment in magenta with contrasting touches of red, green and brown. In tea sets something new is shown in crimson, ivy green, deep blue and deep yellow groundlays with a graceful rococo pattern in paste gold and gold traced handles in the Louis XIV manner, a noteworthy display of vases in many shapes and colorings, some with medallion portraits, others with Grecian, historical and mythological figures. Fancy after dinner cups and saucers in solid colorings of red, blue, green, yellow and black with paste gold border and gold linings are conspicuous among the art and gift goods and there is a particularly good display of a complete line of Dresden ware in many items which range from bowls, vases, comports and trays to charming 6 piece dressing table sets.



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

**B**ROADER specifications for table glassware are being worked out by the Bureau of Standards, Washington, D. C., according to private advices received by glass manufacturers in this district. During April, the Bureau was able to apply the tests which are now required in tumbler specifications to the entire line of glass tableware of one large retail distributor. These tests, it is believed, will adequately separate glass which will break too easily from glass of acceptable durability. However, additional evidence is being gathered by the Bureau of Standards which in the end will make possible the preparation of broader specifications.

One of the sections of realty formerly owned by the old National Glass Co., Rochester, Pa., has been taken over by the American Borax Co., who will erect a three story building on the site at the cost of about \$150,000. The company does a large business with the pottery and glass industry, and this new location is a convenient distribution center.

Leo Arnstein, merchandise manager, and Alfred Papke, buyer of glassware, for the Schuster Stores, Milwaukee, Wis., spent last Saturday and Monday in the local market. Merchandise for quick delivery was desired, although future stocks were anticipated.

Little if any improvement was noticeable in the local market during last week in the demand for lighting glassware. Manufacturers of the line declare that the present spotty situation in the industry is apparently due to the difference in the building situation in various parts of the country.

Demand for the various lines of the Pittsburgh Lamp, Brass & Glass Co. is heavier now than during any particular season during the last two years. Increased activity is reported from the Pittsburgh city sales room, and from the immediate territory. Shipments of portables are also increasing.

Strange as it may seem, the present coal strike is not causing the inconvenience to particular glass factories as might be supposed. Regular shipments of coal are being received by a number of glass factories who use the fuel, and little if any inconvenience is being suffered by these manufacturers.

The new lines which were shown for the first time in January by the Westmoreland Specialty Co., have proved very popular with the trade, and the result has been that

the plant has been working full time for a considerable period. The decorated lines of the firm this year have proved to be among the most popular ever designed.

Within the next week, unless circumstances alter present plans, the plant of the former Boyles Glass Co., Wellsburg, W. Va., which has been taken over by the new Monarch Glass Co., formed among Bellaire, O., men, will be placed in operation. A general line of pressed ware will be made, as well as a line of tumblers.

Demand for quality merchandise prevails among Los Angeles, Cal., Department stores, according to reports received here from California glass salesmen. In all special sales inaugurated in the Los Angeles stores, value of merchandise must predominate, so selling agencies report.

In an effort to ascertain possible future danger of fire beneath the buildings of the Central Glass Works at Wheeling, W. Va., J. Cecil Fee, secretary and general manager of the company, enlisted the services of S. H. Ingberg, of the Inspection Department of the United States Bureau of Standards to make a survey of the "filled" ground upon which the plant was erected. Costly improvements and additions to this factory are now in progress. Future danger of such fires as recently threatened the plant has been eliminated, the company has been advised.

Daylight saving has been inaugurated by the management of the Phoenix Glass Co., at its Monaca, Pa., plant. All glass factories in the Rochester and Monaca territory are now operating under this new daylight rule.

The entire line of handled flower baskets shown by the Duncan & Miller Glass Co., of Washington, Pa., seems to be in heavier request this year than in former years. The line is especially adapted for cutters, although department store buyers have been very liberal distributors of the item. This line of baskets is a part of the new No. 95 line which was shown for the first time at the Ft. Pitt Exposition last January.

Operations at the plant of the McKee Glass Co., at Jeannette, Pa., are on a basis of about 90 per cent of capacity. In addition to a full general line of pressed table ware, the company is also making a big feature this season of glass cooking ware and motor lenses. Two furnaces are in full operation at this plant.

### Items of Interest From Bureau of Standards

The most recent issue of the Technical News Bulletin of the Bureau of Standards of the Department of Commerce contains the following:

"The work of testing the various makes of kitchen ware is practically completed, although it has been necessary to repeat the quenching tests at various temperatures in order to obtain more definite information regarding the ability of the ware to resist thermal shock.

"The results of the tests and tentative specifications based on the tests will be compiled at an early date and submitted to the dealers who have furnished ware for this work. It is expected that a meeting of producers will be called about the middle of February."

"Circular No. 118 of the Bureau of Standards, for sale by the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5c per copy, considers the quality of lime to be used in the manufacture of glass, and points out that this depends upon the kind of glass to be made. Plate glass requires lime containing a high proportion of calcium and magnesium oxides, while cheaper glasses make use of a less pure lime. It is, therefore, recommended that limes be divided into three classes containing 96, 91, and 83 per cent. of oxides of calcium and magnesium.

"It is also necessary that the calcium oxide content shall not vary from day to day, the maximum variation

permitted being 2 per cent. All of these figures apply equally to limestone, quicklime, and hydrated lime, the percentage being calculated upon the non-volatile matter of the material. Whichever material is used, it should be fine enough to pass the No. 16 sieve."

### Business Briefs

The annual convention of the Virginia State Retail Merchants' Association will be held at Staunton, Va., on May 17 and 18. The program will be announced soon.

The Wm. A. Empsall department store, Malone, N. Y., is to be enlarged. A. R. Zimmerman is the china buyer for the Empsall store at Watertown, N. Y.

The Polyonia Gift Shop has been opened by Mrs. J. R. Voris in her large Colonial residence on Thirteenth street, Bedford, Ind.

Klein Bros. Department Store, Wilkes Barre, Pa., has reopened on 13 Main Street, with a department devoted to house furnishings.

The Welker Mfg. Co., Middletown, Conn., has been incorporated to manufacture and do a general business in toys with an authorized capital of \$50,000, the incorporators being Oscar B. Welker, Francis A. Beach and Fred B. Fountain.



## "THE HOUSE OF CUPS AND SAUCERS"



Immediate Shipment  
Attractive Prices

We carry full lines of

China Ware, Housefurnishing  
Goods, Baskets, Dry Goods,  
Toys and Novelties, etc.



**TAIYO TRADING COMPANY**

101 FIFTH AVENUE, NEW YORK

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Toronto, Canada

325 W. Madison St.  
Chicago



# BOSTON NEWS NOTES

By

R. B. HEMENWAY, Representative

BOSTON OFFICE

98

MAY STREET

NEEDHAM

MASSACHUSETTS

THERE has always been a wealth of kitchen supplies for the bride's shower but never before has there been the variety of articles as are now being shown in the gift shops and utility departments of the department stores. H. P. & H. F. Hunt report an unusual demand for useful kitchen goods for household use at their Gift Shop Exchange on Pearl street. A wide range of articles includes sets of four mixing spoons of wood, spatular and fork set, porcelain mounted whetstone, glass fruit knife, vegetable set of corer, slicer and grater, pineapple snip, and hot pan lifter, all boxed in attractive boxes, with suitable sentiment cards. Much of this class of merchandise is made by the Pohlson Manufacturing Co. and finds a ready market. Another popular gift is a door stop made with a groove to take the edge of the door to prevent its further opening as well as closing. Heretofore this has required the family dictionary as well as the ornate stop. It found instant favor. A line of artificial flowers made by the A. W. Mass of New York have also taken well in Boston. Made from shaved wood (not wood pulp) the petals are tinted naturally and put on stems that look like the originals. Rose buds, sweetheart roses, dahlia, pond lily, sweet peas, aster and jonquils are especially well reproduced.

Howard Leary, son of James F. Leary, merchandise manager for Houghton & Dutton Co., has opened an office at 99 Bedford St., where he has the Cincinnati Galvanizing Co. line and the Schaeffer Tinware Co., Inc. The "King" mark galvanized goods are well known in this market, but Leary's office has always been where his trunks were. He is busy at present writing orders for a new all metal waste basket furnished in eight colors. It has no cracks for dust and ashes to trickle through and the absence of slots in the side has gladdened the hearts of the fire prevention squad at headquarters. A very attractive price makes special sales possible. Some of the retail establishments have painted college and fraternity letters on the sides creating a demand which might otherwise have been overlooked.

Charles Baxter, former buyer for the Shepard Company, who left to affiliate with the LaSalle-Koch Co., Toledo, O., was in town for a few hours early this week. He ran over from New York to say hello to some of his many friends who are still doing business in the home of the bean.

Charles Conant of Porteus, Mitchell & Braun, Portland, also stopped off for a few hours on his way home from New York. Maine is getting ready for the usual

summer rush and it has been whispered that the "down Easters" are about the only ones in New England who are doing any buying this month.

Hollow silverware in a dull finish is now on the Boston market from the shops of Forman and Lerner, Inc., of Brooklyn, New York. It is being shown in several new shapes at the office of James H. Turner at 99 Bedford St., in fruit dishes, vases, cake baskets, etc., making a very attractive display. Turner is also showing a new frame for the new Pyrex glass covered casserole, which makes a mighty nice serving dish. Mr. Turner is the exclusive New England agent for the line.

## Business Briefs

The crockery store of David B. Avirom, 12 Morey St., Attleboro, Mass., was considerably damaged by a fire last week which was caused by the explosion of a kerosene lamp. The building was gutted.

The Kramerlite Co., manufacturers of lamps and lighting fixtures, 577 Broadway, New York, has filed schedules in bankruptcy, listing liabilities of \$198,043 and assets of \$110,700.

The First National Bank and the Peoples Savings & Trust Co. have taken the entire \$600,000 first closed mortgage six per cent gold bonds of the H. C. Fry Glass Co., of Rochester, Pa., and the issue was oversubscribed when the books were closed. The proceeds of the sale will be used by the Fry company in funding extensions to its plant in 1920 and 1921 and also to provide additional working capital. The quickness with which the issue was sold speaks highly of the standing of the Fry company in the local mercantile world here.

Electric traction service in the East Liverpool, O., district was suspended at 12:01 o'clock Tuesday morning, May 2, and as a result pottery workers had more or less inconvenience in getting to work.

B. Shuman has opened a new store at 620 Seventeenth street, West Hoboken, N. J., carrying a line of house-furnishings in connection with his hardware stock.

Florida Glass & Novelty Works, Jacksonville, Fla., has been incorporated to manufacture and deal in glass and glassware. Capital, \$20,000. The board of directors includes C. E. Harris, Chas. A. Powers and Henry Herwig, all of Jacksonville.

# Novelties of Beauty from Many Shops in Fascination Lane

A Page of Selected Items Gleaned from Many Dependable Sources and Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods, Which Will Attract Your Trade and Persuade Them to Buy

By BEATRICE MILLER WISNER

## Decoration a High Type of Art

NO one must look upon decorative art as less noble or inspiring than the loftiest examples of the painter's brush. Some of the most wonderful ideas have been left to posterity in the form of decorative treatments; the best thoughts of renowned artists. The masters of painting, Raphael, Michael Angelo, Titian and Corregio, stand foremost as meritorious decorators. Their greatest works were decorative designs on the walls and ceilings of chapels. Titian and Veronese hand work was not confined to the inside of buildings, but was displayed on the outside of common brick walls in Venice. So decorative art is not the lowest type of art, but stands with boldness in its own glory, linked with the grandest historic names from the art world. Ruskin has paid tribute to decorative art as one of the masterpieces of the painter's skill, but one which must be fitted to a definite place, which shall make it a part of a great harmonious whole; a companion to other branches of the fine arts.

## Graceful Lamp and Artistic Shade

Charm, elegance and originality are expressed in the graceful lines of the lamp pictured herewith, manufactured by the Edward N. Riddle Company, Toledo, Ohio. An entirely new Riddle idea is the "Estofado" colorings and the "Vellumesque" shades. In the hand wrought metal frames the Riddle artists have developed extraordinary color effects in the "Estofado" treatment. The "Vellumesque" shades manifest the newest idea in the use of parchment. The grandeur of fine art is brought out in the truly Renaissance colorings, and harmony and lighting effect is realized in the delicate appliance of this art. The colors have been so dexterously treated and the modeling so faultlessly accomplished that the Riddle lamps and shades stand pre-eminent in original conception.

The delightful silver "Estofado" harmonizes with exclusive interior decorations and lends beauty and distinction to any color scheme. Boudoir lamps are dainty in their proportion and show various shaped shades suitable to the boudoir or morning room. Console candle sticks with "Vellumesque" shade combined with server are especially attractive and significant gifts for brides or showers. Altogether, the Riddle products are worthy of the most discriminating connoisseurs and have established decoration and modeling as a fine art in the twentieth century.

## Exceptional Majolica Ware and Bronzes

Importations from Italy have an appealing interest to lovers of rare objects in delightful coloring and design.

In the Sarti Lucchi, 113 East 34th street, salesrooms are shown some of the choicest of Italy's products. Reproductions of celebrated statues in Verde Green and Roman Bronze in various types are persuasive in their truth. Some very delightful statuettes about four inches high—Fauns, Narcissus and other Greek mythological favorites—are faultlessly reproduced, and have a conspicuous place among the collection of enviable objects. A variety of real Conti Galli candlesticks with very ornamental handles and bases in varied colors, De Ruta plates about twelve inches in diameter and exquisite majolica plates, vases and other objects worthy of the taste and fine art of Italy, make this collection from the sunny land a worthy tribute to American critics of these wares. The Sarti Lucchi rooms are so centrally located that the buyer should not lose an opportunity of becoming acquainted with these fine importations which are being offered at this season. There is a variety of ornate objects displayed in the most delightful colorings, embodying many exquisite designs.



Original Riddle lamp in "Estofado" and "Vellumesque" treatment, portraying the elegance of the classic Spanish and Renaissance periods.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

A FEATURE of the retail crockery and glass trade in Chicago for the week was the Remodeling Sale held by Burley & Co. Many dinner sets were sold at half price. English, French and Bavarian china was included in the sale, and a large lot of lamps were disposed of below cost in order to move stocks. The Burley building has been remodelled to accommodate the sample rooms of Ira A. Jones Co. and Earl W. Newton and Associates, manufacturers' representatives. Other desirable space for factory representatives is available in the building, and owing to its desirable location, 9 N. Wabash Ave., should be quickly taken by manufacturers desiring to open Chicago display rooms.

Several new members were taken into the Gifts, Art Wares and Novelties Ass'n at the regular meeting of that organization in the Palmer House last Tuesday noon. Additional room reservations for the forthcoming exhibit of gift merchandise to be held at the Palmer House August 7 to 13, were also announced at the meeting. Sec'y Geesey has gone east on association work, and as a whole, the plans of the new organization which will give Chicago its first Annual Gift Merchandise Show, are progressing very satisfactorily. It is anticipated that all the available exhibit space in the Palmer House will be taken for the show period at least a month prior to the opening of the show. The association was able to obtain only two entire floors from the hotel for this exhibit, so the demand for rooms is expected to exceed the supply. Meetings are being held at the Palmer House weekly, Tuesdays at noon, and all members of the trade are invited to attend if interested in the gift shop trade.

The annual convention of the Illinois Retail Jewelers' Association was held last week at the Sherman Hotel, Chicago. The meeting drew more than two hundred retailers from all parts of the state, and many of the local cut glass sales rooms profited by the presence of the jewelry buyers in the city.

The Illinois Lamp & Novelty Co., 910 N. Marshfield St., Chicago, was incorporated for \$20,000 last week. The firm will manufacture lamps, novelties, fixtures and household furniture. Those interested in the company are Louis Saurslak, Abraham A. Morton, and Claud D. Raber.

J. H. Fox, a wholesale toy buyer from Berea, O., was in Chicago last week visiting local toy factories and sales rooms.

Oscar C. Helm, of Helm & Soukup, Inc., manufacturers' representatives handling domestic and imported glassware, went to Kansas City last week on business.

I. E. Mincks, sales manager of the Albright China Co. and located in the Chicago Show Rooms, motored to Scio, O., recently where he is directing some work on the new plant of the Albright China Co. He is expected to return about June 1, and in the meantime W. T. Darden is in charge of the Chicago office.

W. H. Duval of Bryce Bros., New York importers, was in Chicago recently on his way to California.

The Cambridge Glass Co.'s Chicago display in the Shops Building is showing some new shapes in boudoir lamp bases made of Ebony and Azurite glass, decorated and plain. These are handsome numbers when used in conjunction with parchment shades. The company has prepared a number of assortments in cut and decorated tableware for the gift shop trade, reasonably priced and especially packed for the smaller trade.

Pup Toys Co., makers of toys and novelties and especially "Snuggle Pups," which have recently sprung into popularity, was incorporated last week for \$25,000. The head of the company is Frank W. Hopkins and offices are located at 71 West Monroe Street.

Among the buyers in the Chicago market during the past week were J. Davidson, housefurnishings, Des Moines, Ia.; F. E. Coulter, furniture and crockery, Frankfort, Ind.; H. G. Cress, Troy, O., toys; G. Austin, Topeka, Kansas, and G. A. Thompson, Cheboygan, Mich., department store buyers.

Gift shop buyers will be interested in seeing the line of ribbon novelties made by the newly incorporated Cinderella Studios, 311 S. Elmwood Ave., Oak Park. Those interested in the company are Edmund J. Meagher, W. I. Deffenbaugh, Arthur A. Anderson.

F. I. Simmers, president of the Hall China Co., was in the Chicago market several days last week.

The regular meeting of the Glass, Pottery, Lamps and House Furnishings Association of Chicago was held Thursday, May 11th, in Parlor B of the Morrison Hotel at 12:15 P. M.

# CHICAGO

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GIFT SHOP & ART GOODS-DOLLS & TOYS

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Makers of Dinnerware  
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Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
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Aluminum for special sales and high  
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Walter S. Redfield, Room 309

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Jars, Vases and Art Pottery in High  
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CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

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An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

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Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.

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OUR NEW DISPLAY ROOM  
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**LUSTRES & METALLIC GLAZES**  
Vases, Bowls, Lamps, Comports,  
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Corner Wabash Avenue  
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THE DUNCAN & MILLER GLASS CO.

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**CHINA COLORS**

Powdered or Mixed for Use  
Everything for China Decorators  
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## HELM & SOUKUP

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**TABLE AND ILLUMINATING GLASSWARE**

Import and Domestic

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A most wonderful treatment in Bright and Dull finish. Guaranteed to wear and the BEST Seller. Your line is not complete without

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# W A N T E D

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**MANUFACTURERS** of popular priced light cut Glassware and cut illuminating Glassware wants a few good men to represent our merchandise, may be handled as a side line. Box 176, care CROCKERY & GLASS JOURNAL.

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**YOUNG MAN OF TWENTY-FIVE** who has demonstrated his ability as an outside salesman wants position with glass or china house. Opportunity for advancement is desired above anything else. Best of references. Box 173, care CROCKERY AND GLASS JOURNAL.

## BUSINESS OPPORTUNITIES

**FOR SALE**—Completely equipped small odd pottery and tile plant at Metuchen, New Jersey—two kilns—very reasonable to cash buyer. Box 165, care CROCKERY AND GLASS JOURNAL.

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Large Space in Going Department Store in the Largest City in Texas  
FOR

## House Furnishing Crockery Department

WILL INCLUDE IF DESIRED

Trunks, Baggage, Rugs and Upholstery Goods, Draperies  
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City building very rapidly. An excellent undeveloped field for departments of this character. Firm doing high class and popular price business.

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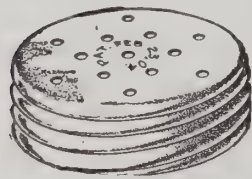
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Celluloid "Salt and Pepper" Caps

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.



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MANUFACTURERS OF GLASSWARE.

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## Buyers in New York

MAY 15, 1922.

D. Rothschild, general mdsc., Rothschild & Bros., Ithaca, N. Y., Pennsylvania.

L. Arnstein, house furnishings, E. Schuster Co., Milwaukee, Wis., 105 Grand Street (Jay Co.).

O. Davis, house furnishing goods, J. R. Libby Co., Portland, Me., Martinique.

W. R. Hume, house furnishings, Woodward & Lathrop, Washington, D. C., 370 7th Ave., Room 1700.

MAY 16, 1922.

M. S. Hecht, mdsc. manager, Hecht Bros. Co., Baltimore, Md., Pennsylvania.

H. Klewan, general mdsc., Klewan's Dept. Store, Du Bois, Pa., Latham.

S. J. Nealis, toys, Gamble-Desmond Co., New Haven, Conn., 432 4th Avenue (D. G. Union).

G. A. Barnum, mdsc. manager, D. H. Holmes Co., Ltd., New Orleans, La., 15 East 26th Street.

E. Rouleau, toys, Porteous, Mitchell Co., Norwich, Conn., 432 4th Avenue (D. G. Union).

L. C. Scott, toys, Campbell's, Pittsburgh, Pa., 432 4th Avenue (D. G. Union).

E. J. Maguire, toys, Callender, McAuslan & Troup, Providence, R. I., 240 Madison Avenue.

L. J. Karnuth, crockery, Boston Store, Chicago, Ill., 44 East 23rd Street.

Miss Marie Cole, gifts and china, Gilmore Bros., Kalamazoo, Mich., 253 5th Avenue.

MAY 17, 1922

Miss Van H. Densmore, toys, William Webber Co., Salem, Mass., 404 Fourth Avenue.

J. L. Johnson, house furnishings, Porteous, Mitchell & Co., Norwich, Conn., 432 Fourth Avenue.

C. J. Robinson, china, glassware and fancy china, Jordon-Marsh Co., Boston, Mass., 432 Fourth Avenue.

N. Levee, general mdsc., Sasso's Dept. Store, Hazleton, Pa., 1104 Broadway, Fellows Buying Corp.

H. E. Kline, toys, Watt & Shand, Lancaster, Pa., 432 Fourth Avenue.

## Business Briefs

Contract has been awarded for constructing the \$1,500,000 addition to the Miller & Rhodes, Richmond, Va., department store, the ground having already been cleared.

Piper's grocery store, Madison, Wis., has been remodelled and Robt. E. Douglas has opened a new crockery and glassware store. Mr. Douglas was formerly manager of the A. L. Kiefer Co., Milwaukee, and recently manager and buyer of the glass department of Alexander Kornhauser Co.

The Wood-Ackley-De Brun, Inc., have been awarded the contract for the crockery, glass and silverware for the new Odd Fellows' Home. This lodge has a membership of about 3,000.

Barney Streiff, who conducts a department store at Perth Amboy, N. J., has leased the property at 124 Main street, Rahway, N. J., and plans to open a general store as soon as the premises can be altered for occupancy.

Fire breaking out in the department store of Wing & Bostwick, Corning, N. Y., while the store was crowded with shoppers, did slight damage but the water from the sprinkler system damaged goods which will run into thousands of dollars, it is estimated.



ESTABLISHED IN 1874

PHONE STUYVESANT 0052

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

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98 May St.

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*East Liverpool*

and  
*Pittsburgh*

**M. K. ZIMMERMAN**  
215 West 6th St.  
East Liverpool

VOL. 94

MAY 25, 1922

No. 21

## AS THE EDITOR SEES IT

### BACK UP YOUR ADVERTISING

**A**DVERTISING is a creative and an attractive force which possesses almost unlimited opportunities and possibilities for building up prestige. The success of every store, great and small in every line of merchandising, depends upon goodwill, and goodwill is based upon nothing more or less than confidence. One of the quickest ways to win the confidence of the public is to treat them courteously and fairly. Almost all merchants are transacting business with every intention of doing this, but many have overlooked the fact that what is to them obvious is not so plainly evident to the public, especially new customers. The merchant and manager know their goods and service but as many outsiders do not, why not take the trouble to tell them what you know about these important things? This is a pertinent question because it happens to be one of the most constructive factors in making business come easier. But it is essential to back up your claims.

**O**NE of the biggest and most progressive stores in a hustling Indiana city is very partial to advertising these two things. It won't have anything to do with competitive price advertising but is sort of hipped on the subject of stressing the size of its store and emphasizes the fact that it is an establishment where service comes first and where shopping is done with greater convenience and satisfaction than at other stores in the city. This is a praiseworthy ambition, for big organizations like Marshall Field & Co. were built in this manner. But it is not enough to claim this and that, for mere assertions no matter how often repeated are not very convincing

without plenty of good tangible evidence to support them. This particular store achieves this by taking the public into its confidence and taking a great deal of pains to make it certain that all of its advertising claims are carried out and clearly understood by all who read them. Instead of using all of their space in featuring sales and prices, it prints many messages about the quality of its merchandise and the conveniences of its shopping service which supplies good goods at fair prices.

**T**HIS store no longer issues statements that "we give the best values for the money, no matter what the price," but say and say it without exaggeration that, "we try to give the best possible value for the money." By carefully avoiding overstatements for the sake of bringing in trade they create confidence in the store's advertising by concentrating upon supplying customers with goods that will give the utmost satisfaction. Practically every store can do the same but not all are doing it. Every store has, of course, the perfect right to make any claims it wishes to, but if the claims are not well fulfilled the store cannot expect customers to take its advertisements seriously. And if the public does not take them seriously but discounts to any considerable extent the messages it reads, then it is clear that the store is not building up goodwill as fast as it should. There is an almost nation-wide movement under way just now to make an effort to "put more truth in advertising." This endeavor has been started by several advertising associations and while progressive merchants do not issue misleading statements, a good many honest merchants do overlook the importance of keeping the public fully informed of their goods and service as they know them.

# No Store Has a Monopoly on Service

**A Store's Helpfulness to the Buying Public is a Question of Good Management and is Reflected in the Personnel—It is Expressed in Courtesy, Consideration and Cheerfulness, and the Smallest Store Can Have it as Well as the Most Pretentious**

ONE of the biggest building assets of a store is service, and service may be defined as the expenditure of effort in the interest of others. In other words it is the ability of the management and sales force in a retail store to render helpful assistance in buying, and the three outstanding factors for its success are a well equipped store, a thoroughly good knowledge of the business and a good knowledge of the trade served.

Taking this view of the relative weight of the different influences in retail salesmanship, it is natural for some experts to argue that a merchant, in calculating his margin must take very carefully into consideration the quality of service that he is giving and the real desire of the public in his services. But, withal, the merchant who aims to give the broadest return for the money spent with him may yet set his prices as economically, as closely, as his neighbor who does not aim for the broader elements of service.

In dissecting "service," as just about the most important single element of modern retailing, a consulting "business doctor" inevitably came around to a discussion of the large store versus the small store. "I think there is," he said, "an increasing line of distinction between the smaller businesses that are locally close to the people and the larger businesses that offer a range of merchandise. As to the effect of the increase in the number of local stores, particularly the effect upon prices, the individual must consider that there is something besides merchandise itself that he buys. The purchaser buys convenience and pleasurable surroundings and so on. The small stores give you the ability to run in and get what you want on the spur of the moment; that is a convenience. It is very much, I suppose, as the competition that seems to be coming between delivery of freight by truck and delivery by the railroads. The railroads are finding it necessary to study how they can make their freight deliveries more convenient and make it less necessary for the man who is receiving by freight to go a long distance and fetch his goods, because the automobile truck is bringing the goods closer to him."

Substantially, the feeling voiced by captains of commerce is that instead of the big store crowding out the small store there is a widening gap between the two types of retail outlets because the types of service rendered by the two species of stores are differentiating more and more. I may seem to possess a deep-rooted conviction that neither the large department store nor the chain store can ever put out of business the small, independent or isolated stores merely by selling goods at somewhat lower prices. If the small store can render a special type of service—peculiar to itself, perhaps—it will

continue to thrive without regard to its ability to match prices to the last detail.

Answering a member of the Congressional Commission, who expressed apprehension lest the large retailing organizations cut the ground from under the feet of the smaller retailers, the head of the Wanamaker store on one occasion remarked: "You are assuming that there is a tendency to drive out the small store. I think you are wrong there. I think perhaps the small store is prospering more than it ever did. There is always a special element to consider. Say I have peculiar ability in my given line and I open a store of my own. My personality goes into my work. I create my own conditions. I would be out of place in the harness of a big store; I would not be happy there; I would not succeed there. But to the extent that I furnish something that the public wants I make a success out of my little store, and always will.

Nor do I think that the volume of business is more and more being done by the big stores. The population has developed tremendously, and business, the variety and volume of demand, has developed tremendously. One of the big questions is whether a store with central management can continue to compete with the smaller store in which the personality and the effort of the proprietor enter most directly, and where there is a personal, hand-to-hand service that the more impersonal large store finds it hard to give. No doubt the big store has a bigger opportunity to sell cheaper in large quantity, and it does. It has its own field. But the small store has an opportunity and a power of direct personal service that the large store has not developed. There are many different roads that may be followed, some may prove to be broad avenues toward success, others merely little trails to better methods and procedure, but all are necessary to round out the retailer's education in order to fit him for success.

The wholesaler's salesman is one avenue of knowledge the retail merchant will find worth traveling. Here will be found resources of untold value. Methods, merchandise, procedure, information at first hand is here in abundance.

Retail conventions and association meetings are roads leading to pleasant places and profitable investments. Here an interchange of ideas of the greatest value is to be found.

The great highway to successful retailing knowledge lies in a careful study of the trade papers of the merchant's particular trade. Here he gets reports of market conditions that aid him to decide what to buy, for not



only are intrinsic values of merchandise brought out by market quotations but style values are shown as well.

On the great highway to successful retailing will be found many crossings, many danger signals, many guide posts to certain ends. Here are discussed such problems as salesmanship, selling plans, advertising, window display, accounting and the host of other things it is necessary the merchant should know. That being the case, why then do not more succeed? Simply because the majority do not read the trade papers, and, unfortunately many of those who do continue to think their own narrow ideas of greater value than those of men who have had a broader experience.

The successful retail merchant cannot be a narrow being. His education must be broad and comprehensive. It may not comprehend the study of many books, although useful books are multiplying by the dozens in these latter days, but it must include a careful, common-sense study of his trade paper. In no other place will he find so great an amount of valuable knowledge of his business, and when applied in the light of his own experience it is doubly useful and profitable.

Just as he reads his daily newspaper to keep abreast of the times he must read his trade paper to keep abreast of the business he is engaged in. Knowledge is power. Knowledge of business is profitable. It is only the ignorant who cannot profit from knowledge.

### March Exports

#### DOMESTIC EXPORTS OF GLASS, TABLEWARE AND ILLUMINATING GLASSWARE

THE UNITED STATES BY COUNTRIES FOR MARCH, 1922

Countries	Table glassware Dollars	Table and other glassware cut or engraved Dollars	Lamps and other illumina- ting de- vices chiefly of glass Dollars	Lamp chimney and lantern globes Dollars
France .....				23
Iceland & Faroe Is..	655	20		
Latvia .....				36
Norway .....		12		
Portugal .....			16	
England .....	26,532	4,035	29	3,189
Scotland .....	924	611		
Ireland .....	145			66
Canada—				
Maritime Provinces.	2,064	287	5	139
Quebec & Ontario..	15,946	5,076	462	18,955
Prairie Provinces ..	1,338	898	98	39
British Columbia &				
Yukon .....	561	51	86	15
Brit. Honduras .....	56	145	103	32
Costa Rica .....	595		73	24
Guatemala .....	438		352	173
Honduras .....	889	6	139	149
Nicaragua .....	75		182	
Panama .....	1,124		1,387	356
Salvador .....			87	61
Mexico .....	12,610	360	9,058	6,356
Newfoundland &				
Labrador .....	365	72	103	
Bermuda .....	603	209	206	63
Barbados .....	164		216	30
Jamaica .....	110		377	570
Trinidad & Tobago..	455		693	299
Other Brit. West Ind.	55		138	536
Cuba .....	4,953	194	1,565	1,065
Dominican Republic..	102		459	159
Dutch West Indies ..	20		16	

French West Ind. ....	160			
Haiti .....	278		289	332
Virgin Is. of U. S. ...	401		105	89
Argentina .....	3,870	2,531	857	2,494
Bolivia .....			222	
Brazil .....	155		10	241
Chile .....			227	29
Colombia .....	2,033	778	765	262
Ecuador .....			50	41
Brit. Guiana .....	83		37	
Dutch Guiana .....			13	149
Peru .....	626		146	
Uruguay .....	15			
Venezuela .....	1,735	127	24	200
Aden .....			42	
British India .....			906	983
Ceylon .....			72	
Straits Settlements ..				135
China .....	189		1,231	200
Chosen .....			8	
Java & Madura .....				2,695
Far Eastern Republic	116		86	196
Japan .....	50			1,341
Philippine Isl. ....	43		51	86
Australia .....	8,508		3,830	2,565
Brit. Oceania .....	5		19	10
French Oceania .....	98		133	32
New Zealand .....	1,223	340	1,136	241
Other Oceania .....			93	456
Belgian Kongo .....				11
Brit. West Africa ..			180	91
Brit. South Africa ..	920		662	246
Brit. East Africa ....			35	
Portuguese				
East Africa .....				166
TOTAL .....	91,127	15,752	27,239	45,626

### How's Business

Continued improvement is reflected in general business conditions throughout the country with conditions at present showing a decided improvement over a year ago. Crop prospects are good, railroads report more car loadings and buying of long needed supplies. People are also saving money, which is reflected in larger subscriptions to the Government thrift certificates and in added deposits in saving banks. People of moderate means are buying more freely and while there is, for the time being, a tendency to restrict purchases this is less noticeable than in the past. A specific case of greater business activity is shown at an "anniversary sale" of San Francisco stores, the sales for the first day totaling nearly \$500,000. Other sales throughout the country show gratifying progress is being made, an opinion which Bradstreet's survey of the current week fully substantiates.

#### IN THE EAST

In New York a broad survey of the crockery and glassware trade indicates that business is moderately active. Sales of housefurnishing have, according to a large buyer, dropped materially since Easter. Retailers are, for the most part, buying from hand to mouth, although current stocks on the shelves are not believed to be large. Not much improvement is looked for until the middle of Summer. Interest is largely confined to new articles and specials which manufacturers are featuring at reduced prices. Aluminum utensils are active, and prices are declared attractive. As an example, aluminum coffee percolators are offered to retail as low as 98 cents. Most retailers are well stocked, however, and are buying in rather restricted amounts. Considerable interest is being awakened by holding special "dollar sales," in which

household wares are featured. In the toy trade, fair and carnival trade, small doll items and the novelty dolls are providing most of the buying interest in toys this week. Other lines in this field are dull but a considerable increase in buying is looked for next month.

In Newark, business shows improvement with retailers purchasing more liberally, although still holding out for lower prices. Suburban building is very active but collections are still slow. In Philadelphia building is picking up, and while collections are slow, some improvement is noted. Pittsburgh reports a gradual improvement in general business, retail and department store trade is better in volume than for some time past but collections are slow. In Buffalo general business continues to improve and demand for unskilled labor is increasing.

#### IN THE WEST

In Chicago there is more activity in manufacturing and building. Steel mills are increasing capacity and retail trade is increasing in volume and mail-order houses report better business. Collections are fair. In Cincinnati building is more active. Retail stores say business is fair and collections are fair to good. Detroit reports that conditions in industry are now nearly normal and retail trade is gaining, building is active and collections fair. Kansas City reports that retail trade shows more activity but collections are still below normal. In St. Louis increased activity is noted in retail lines, considerable business is under way and labor situation is improved. Collections improved but still lagging. Milwaukee reports general improvement in business, retail trade fair to good but collections slow. In Minneapolis retail trade is good but collections are slow. St. Paul reports that trade compares favorably with last year and collections fair to slow. In Omaha retail trade is fair but held back by cool weather. Collections are improved and there is little unemployment.

#### IN THE SOUTH

In Lexington retail trade continues slow with consumers buying only for immediate needs but collections are improving. Baltimore reports that trade has greatly improved and business and department stores trade is now close to normal. Industry in general is holding its own and building is satisfactory. Collections are fair. In Charleston, department stores report business as fair with collections fair in the city but slow in country districts. Chattanooga reports that retail trade is stimulated by continual advertising and reduction sales. In Atlanta retail trade is fair, building is active but collections are slow. New Orleans reports retail trade is seasonable and of fair volume but collections are still bad. In Dallas trade has been slowed up on account of excessive rains but business is generally improving and collections picking up.

#### ON THE PACIFIC COAST

In San Francisco retail trade is stimulated by sales and business is improving. Portland, Ore., reports retail trade as quiet and collections slow with business continuing active. In Seattle retail trade is picking up but is still below normal and collections are lagging.

#### IN CANADA

In Toronto retail trade is continuing conservative. Building is active and collections are a little better. Montreal reports that retailers are buying more freely, retail trade is fair but collections continue slow. In Vancouver business is on the up grade, retail trade is fair but collections are rather slow. In Winnipeg retail trade is rather quiet with collections remaining slow.

### Banker Sees Better Times Coming

In an address before the Southern Wholesale Dry-goods Association, Birmingham, Ala., W. P. G. Harding, governor of the Federal Reserve Board, declared that many indications of improved conditions both in this country and abroad were apparent and business men should forget the misfortunes of the past and make ready for the opportunities of the future. The situation today was in many respects the reverse of conditions at the end of 1919, surplus goods having now gone into consumption and there being a marked reduction in the goods on the merchants' shelves. While the situation abroad is still complicated, there are many indications of improvement. The exchanges of some of the leading European countries have become far more stable during the past year, and the money spent by the American tourists now flocking to Europe will add to the ability of the foreigners to buy American goods. The world-wide reaction which followed the abnormal activities of the early post-war period had a serious effect upon business, but it seems that the time has come when the enterprising business man may forget the past and devote his energies to working out the problems of today and preparing for the business of tomorrow.

Remember that this country of ours has never failed to demonstrate its tremendous power and that the processes of production, distribution and consumption will be continuous as long as humanity endures. Let the merchants exercise their functions as distributors. If business is dull, send out your traveling men; use printers' ink, advertise liberally but judiciously, and the business that you thus create for yourselves will stimulate production and, by reducing the number of unemployed, will add to the purchasing power of your customers.

### Harding on the Business Outlook

President Harding's views on business conditions, based upon advices received from all sections of the country, were made known at the White House late last week. In substance, the President believes that industry is on the eve of a wholesome revival, that agricultural conditions as a whole have improved and that unemployment is giving way to a labor shortage.

The country faces a satisfying, wholesome business revival, the President believes. He has been impressed with reports that he has received from industrial centers of the Middle West. Mr. Harding has information that the Detroit automobile industry is out of the doldrums and is taking on more men. With the inflation point

*(Continued on page 25)*



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

VISITORS this week at the salesroom of Justin Tharaud, Inc., greatly missed the genial presence of Norman Hawthorn, who has been associated with Mr. Tharaud for the past two years. The reason for his absence, is that he has forsaken the china and glassware business, to enter a new line of endeavor, having become identified on Monday of this week, with the brokerage house of McIntyre & Co., 135 Broadway, where he will make the selling of stocks and bonds his future field of activity. Mr. Hawthorn has been connected with the china and glassware business for twenty-two years and has a host of friends in the trade who will wish him every possible success in his new connection.

W. C. Browne, the well known traveling representative for the Potters Co-operative Co., East Liverpool, O., opened up his lines at the Hotel Imperial for the first half of this week. He is now on his way to Buffalo and Cleveland from where he expects to return to his home in Alliance, O., to rest up before starting out on his fall campaign in July.

Through an error in listing under the heading "Buyers in New York" in our issue of May 18th, Miss M. Lensenhuber was down as buyer of china and glassware for the J. N. Adam & Co., Buffalo, N. Y. Our proofreader must have been out late the night before he read proof on this, for he knows that the genial Robert Evans is right on the job for the firm as usual and doesn't intend to step down, even to make a place for a charming young lady.

Guy Cooke, New York representative for the American Clay Products Co., and the Crooksville China Co., is spending this week on a visit to the factories.

One of the most versatile buyers in the trade is George W. Landon with Dey Bros. & Co., Syracuse. Besides china, glassware, electrical and gift shop goods, he also buys laces, embroideries, trimmings, veilings and handkerchiefs. Not much opportunity for him to get into mischief during his idle moments. His newest department is the gift shop which he says will match up with any in the state.

Through a mistake published in our issue of May 18th, regarding the resignation of George O'Hara, buyer for the Famous Co., McKeesport, Pa., it was stated that he would assume his duties with the Shartenberg & Robinson Co., Pawtucket, R. I., on July 5th, which should have been June 5th. He resigns from his position with the former firm on May 31st. He has been very successful in

the management of the china, glassware and house furnishing departments for the McKeesport firm and will undoubtedly duplicate his success in his new position.

Justin Tharaud is showing his line of imported china and earthenware at Youngs Hotel, Boston, this week.

Harry S. Clarke is sounding out the buyers at the Adelphia in Philadelphia this week with the line of A. J. Fondeville & Co.

Harry L. Seixas, with Edward Boote, appeared very cheerful on his arrival home from a western trip last Saturday, which would seem to indicate that business could have been worse.

## Edmondson Warrin to Move Uptown

Continuing the succession of firms in the trade to move uptown, the latest announcement is that of Edmondson Warrin, the well known decorator of china and glassware, at present located at 49 Wooster St. Mr. Warrin closed negotiations for a long lease this week for much larger and greatly improved quarters consisting of the 5th, 6th, 7th, 8th, and 9th floors of the building at 43-45 West 13th Street, just off Fifth Ave., comprising a floor space of 22,000 feet. He expects to move during August and to have everything fully installed, ready for business in the new location by September 1st. During the process of removal there will be no interruption of business, as activities will be continued as usual at the old address, until the uptown place is in complete readiness.

This old established business, which is one of the best known decorating plants in the trade, has expanded to such a degree, that even had Mr. Warrin desired to remain downtown, the business had entirely outgrown its quarters. The large increase in space uptown will allow a separate floor for the various departments. According to the arrangement laid out the 5th floor will be utilized for stock, receiving and shipping departments, the 6th floor for the cutting, polishing and burnishing departments, the 7th floor for the offices and salesrooms, the 8th floor for the decorating and kiln departments and the 9th floor for the etching and plating departments.

This will mark only the third removal of the firm since it was established by Geo. Warrin, father of the present owner of the business in 1860. It was started at 155 West Broadway, where it was conducted for ten years and then removed to its present address.

## American Importers Meet

At the first annual dinner of the National Council of American Importers and Traders Held at the Pennsylvania Hotel, May 22nd, the keynote of the addresses was sounded in the phrase "that the American importer is of the greatest significance to American life in these times of international crises." The speakers were: Francis H. Sisson, vice-president Guaranty Trust Co., whose subject was the "Importance of the Importer to the Economic Welfare of the Country"; Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, representing Secretary of Commerce Herbert Hoover, who spoke on "The Industry Recovery of Europe," and Col. Myron W. Robinson, president American Manufacturers' Export Association, who emphasized "The Relation of the Importer to the Exporter."

Several hundred leading merchants and financiers were guests at the dinner. M. E. Franklin presided and among those present were:

Wm. S. Pitcairn, Gilbert Pitcairn and Joseph Hurd, Wm. S. Pitcairn Corp.; L. S. Hinman, R. N. Bolton, Theo. Haviland & Co.; Edward B. Dickinson, Charles Patton, Kennard L. Wedgwood, Josiah Wedgwood & Sons, Inc., of America; James B. Boote, Edward Boote; Charles Kaiser, David Walker, E. L. Van Buskirk, W. C. Coles, C. A. Hitchcock and Y. Nakayama, Morimura Bros.; B. Rosenfeld and Julius Rosenfeld, Lazarus & Rosenfeld; Louis Reizenstein, C. Reizenstein & Sons, Pittsburgh, Pa.; R. E. L. Wells, L. Strauss & Sons; Geo. Anthony, formerly buyer for Frederick Loeser & Co.; L. J. Gaspar, buyer for John Wanamaker; Lee Schoenthal, buyer for Gimbel Bros.; and W. G. Browning, buyer for R. H. Macy & Co.

## Merchandise Fair Plans Maturing

Preparations for the August merchandise fair in this city are proceeding apace. Committees working on the fair are holding frequent meetings on plan and scope and report that substantial progress is being made.

The fair will be held in Grand Central Palace for three weeks, August 7 to 25, inclusive, under the auspices of the National Retail Dry Goods Association, with the cooperation of the National Garment Retailers' Association. So great has been the response from prospective exhibitors that four floors of the large building, each more than the area of an entire city block, will be required.

This is the first fair of its kind to be held in this country, and it is being planned along the lines similar to the annual European industrial expositions.

Its chief purpose is to serve the manufacturer and retailer by bringing more retailers into personal contact with the lines of more manufacturers in a most convenient manner and under the same roof.

It is to be a selling fair, sales being made at wholesale only, members of the trade alone being invited and in order that a well rounded, representative exposition may be offered the amount of space allotted to each exhibitor is to be limited.

## LINES TO BE SHOWN

Among the many lines to be exhibited are silks, cotton, woolen and linen dress goods, domestics, hosiery, underwear, negligees, house dresses, aprons, infants' wear, art needlework, gloves, neckwear, embroidery, handkerchiefs, trimmings, laces, toilet articles, ivory articles, jewelry, silverware, clocks, leather goods, notions, gift merchandise, curtains, lamps, cutlery, glassware, china, stationery, umbrellas and hand luggage.

The general executive committee, now complete, includes representatives of leading stores in all sections of the United States. It is composed of: Col. Michael Friedsam, B. Altman & Co., New York, chairman; George W. Mitton, Jordan, Marsh Company, Boston; Samuel Mundheim, Kaufmann Department Store, Inc., Pittsburgh; L. C. Nash, Burgess-Nash Company, Omaha; Samuel W. Reyburn, Lord & Taylor, New York; Franklin Simon, Franklin Simon & Co., New York; Morton Snellenberg, N. Snellenberg & Co., of Philadelphia; Elmer T. Stevens, Charles A. Stevens & Bros., Chicago; Percy S. Straus, R. H. Macy & Co., Inc., New York; Oscar Webber, J. L. Hudson Company, Detroit; Ira M. Younker, Younker Bros., Inc., Des Moines; M. L. Wilkinson, Scruggs-Vendervort-Barney Dry Goods Company, St. Louis.

The Ways and Means Committee is composed of Ira M. Younker, Younker Bros., Inc., Des Moines, chairman; L. Simon Plaut, L. S. Plaut & Co., Newark; Alfred B. Koch, La Salle & Koch Company, Toledo; Lew Hahn, managing director of the National Retail Dry Goods Association.

The executive offices are at 200 Fifth avenue, New York City. Inquiries relative to the fair should be directed to Lew Hahn, Managing Director, at the above address, and we would suggest that all prospective exhibitors take up the matter at once.

## Buyers in New York

MAY 18, 1922.

Eugene Tank, house furnishings, H. C. Tank, Inc., Buffalo, N. Y., Pennsylvania.

Joseph Levy, general mdse., Levy Brothers, San Mateo, Calif., Pennsylvania.

MAY 19, 1922.

W. G. Garrison, general mdse., Berwick Stores Co., Berwick, Pa., Breslin.

P. Bergner, representing P. A. Bergner & Co., Peoria, Ill., 220 5th Avenue, F. Atkins.

Miss M. E. Brennan, china, toys and house furnishings, People's Store, Tacoma, Wash., 23 East 26th Street, care W. T. Knott.

Mr. Kinsman, mdse. manager, The Halle Bros. Co., Cleveland, Ohio, 225 5th Avenue.

D. D. Mayo, mdse. manager, A. T. Lewis & Co., Denver, Colo., 3 West 29th Street.

B. F. Tully, mdse. manager, and C. H. Baxter, toys, LaSalle & Koch, Toledo, Ohio, 225 5th Avenue.

MAY 20, 1922

F. L. Miller, mdse. manager, Miller Bros. Co., Chattanooga, Tenn., care Greenfield Bros., 1372 Broadway.

F. W. Lutz, general mdse., F. O. Lutz D. G. Co., Guthrie, Okla., care J. M. Biggins, 333 Seventh Ave.

O. S. Russell, dept. store mdse., I. P. Russell & Sons, Mill Creek, W. Va., Pennsylvania.

(Continued on page 30)



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

LITTLE if any change is noticeable in the operation of potteries in the East Liverpool district, so far as the output of the last week is concerned. Quite a number of shops are working practically full time, while a few others are reporting a production of perhaps two-thirds capacity. From some districts new business is more or less spotty and this seems to be especially true so far as particular mining districts are concerned. The larger mail order houses are reporting an increased demand for dinnerware, and sales reports from these offices show an increase in demand. The larger pottery plants of this section are working under steady schedules. Some of the smaller plants are not so fortunate.

W. R. Renouff, for the last year salesman for the American Pottery Co., has resigned from that organization to go with the Smith, Phillips China Co. He left last Monday for his first trip west, and later will cover the eastern territory. Mr. Renouff has been associated with the pottery business just a little over a year, but as a salesman has established quite a record for himself.

The last week witnessed the arrival here of a number of buyers, the list being the largest for a month or more. C. H. Clark was here buying merchandise for immediate delivery for Lansburg & Bro., department store, Washington, D. C. Others here were A. A. Blankenmeister of the Blakenmeister Glass Co., St. Louis, Mo.; Clarence Levy, New York.

Thomas Darragh, sales manager for the Cartwright Bros. Pottery Co., has returned from a western trip in the interest of this firm.

According to a well defined rumor current in the western pottery district a resolution will be presented at the July convention of the National Brotherhood of Operative Potters concerning the inauguration of the eight-hour system in all generalware potteries. This subject has been discussed in a general way at meetings of various local unions, and some opposition to the suggestion has developed. Over 100 resolutions having to do with working conditions, wage scale and internal affairs of the organization have been written.

"We're greatly pleased with the general condition of business," observed Samuel B. Larkin, general manager of the National China Co., Salineville, O. "Our plant is working full in every department, and this of course means we have business. Fall orders are being received for our best grade of border patterns, and in fact the

business now coming in is distributed for delivery all during the next four and six months."

Granville Springer, salesman for the American Clay Products Co., of Crooksville and Zanesville, O., has returned to his office after spending three weeks in the western territory.

An excellent demand is reported by salesmen handling yellow and Rockingham ware. Distribution of the line this year is apparently on a broader scale than for many years past. Rural communities have always been liberal consumers of these assortments, but now department store buyers have been ordering liberal amounts of the complete line.

C. Nick Muessig, manager of the western office of B. F. Drakenfeld & Co., Inc., with headquarters in East Liverpool, observed his 39th year of service with this concern May 15 last. It was on May 15, 1883, that "Nick" began to run errands and do other chores about the New York sales room of the Drakenfeld Co. He has been with the same house since that day—the time he took his first job. He has been located in East Liverpool since 1901, with the exception of the term between 1911 and 1914 when he was located at the home office.

W. E. Wells, of the Homer Laughlin China Co., will preside at the annual banquet of the West Virginia Manufacturers' Association, which will be an event at Charleston, W. Va., the evening of May 25.

En route to Europe, where he will spend six months, S. Heyman of the firm of Heyman & Weil, jobbers, of San Francisco, Calif., stopped in East Liverpool late last week on his way to New York. He was accompanied by Mrs. Heyman and their daughter.

Zed T. Smith, eastern salesman for the D. E. McNicol Pottery Co., left Monday for an eastern and southeastern business trip. He is showing the full line of dinnerware and specialties from this plant, as well as the complete yellowware line.

A report has been received by pottery machinery manufacturers here of the probability of a new generalware plant being erected at Uhrichsville, O., a location about midway between Coshocton and Steubenville on the Pennsylvania Railroad. A company is about to be organized for this purpose, so the report has indicated, with a capital stock of \$300,000.

So far, 125 "resolutions" for "propositions" have the annual convention, which will meet in Atlantic City been received from the various locals of the National Brotherhood of Operative Potters to be considered at in July. The number is less than that presented a year ago. Many of these resolutions will probably be rejected by the convention committee on resolutions, and others introduced on the convention floor. How many will ultimately go before the joint conference committee, no one can guess.

The Research Committee of the United States Potters' Association is co-operating with the Bureau of Standards at Washington in working out a standardized list for semi-porcelain shapes. Work along this line has already been done with the vitreous china industry and members of the Potters' Research Committee met with the Bureau ceramic department heads a few days ago to perfect similar arrangements. Samples of semi-porcelain ware for study purposes will be forwarded the Bureau of Standards just as soon as the list of requirements is issued.

### Business Improving, Says National D. G. Association

Business in the United States has improved and stabilized during the Spring months of 1922, according to the Monthly Review of Retail Trade prepared by the National Retail Dry Goods Association. Various factors have contributed to both improvement and stabilization, notable among them being price reductions which, as was demonstrated during 1921, served to maintain the national sales volume; reduction of unemployment attending increase of industrial activity, and marked increase in sales initiative as specially evidenced in increase of advertising outlay. Business failures were fewer in April than in any one of the four preceding months.

While retail trade for March, 1922, was 14½ per cent less in money value than in March, 1921, according to the figures received from the 446 representative stores reporting to the 12 Federal Reserve banks, the merchandise volume offset the discrepancy because it was sold, in March last, at prices lower than those of March, 1921, by from 10 to 20 per cent.

Reports of monthly retail trade values for various types of distributing agencies showed the largest decreases in money sales values as falling on the smaller stores. In actual sales volume of merchandise the largest gains were registered by department stores, which averaged 24.9 per cent for March, 1922, above March, 1921.

April brought more decisive gains. Manufacturers were more numerous occupied with advance orders and employment was increasing. A national questionnaire of manufacturers, of which the returns were compiled as late as May 9, showed the majority of the basic industries reporting their condition as fair, good and, in some instances, excellent.

An index to the general increase in advertising is afforded by returns for the first three months of the year

from large centers such as New York, where the gain in national advertising amounted to 1,500,000 agate lines more than appeared during the corresponding period of 1921; in Philadelphia, where the gain was 420,000 lines; and in Boston, where it amounted to 750,000 lines. In centers of population ranging from 35,000 to 100,000, reports from 31 newspapers show total gains for the group amounting to more than 1,000,000 lines.

### Foreign Valuation vs. American Valuation

In an address at the recent meeting of the American Association of Flint and Lime Glass Manufacturers held at Wheeling, W. Va., W. A. Dalzell, president of The Fostoria Glass Co., Moundsville, W. Va., spoke in favor of the American Plan as follows:

Congress has been discussing this problem for a year but apparently cannot agree which to adopt as the future policy. All our Senators know that the foreign valuation is wrong in principle and un-American in practice, for to ascertain whether the value reported by the importer is a correct and fair value, the appraiser must depend on foreign information, and that can only be procured voluntarily. Our government can only compel information within our own borders. Foreign valuation duties are levied upon the usual wholesale foreign market value. The only sources, therefore, of knowledge are foreign sources over which our government has no jurisdiction. Under regulations the foreign invoice is considered to be confidential, and comes under the observation of the appraising officer only. If any interested American should have personal knowledge of foreign values, he has no way of knowing whether completing foreign goods are paying duty upon their true value, and if inquiry is made, the officer claims the price must be kept secret and not be divulged under any circumstances.

Now we know that European exporters generally demand that half the value be paid in cash before shipment. Cases have been reported where the invoice showed only the amount paid, or one-half the value; a private invoice for the full value being sent direct to the importer and final remittance made on this basis. Just how extended this practice is, I am not able to state positively, but the enormous number of advances made on invoices before and after entry indicate that the practice is quite common, these advances running, we understand, into many thousands of cases. When our officials attempt to secure facts in foreign countries, they are often misled, and more often denied the information, and in some cases are threatened with arrest unless they discontinue their investigations and leave the town. They are followed on the streets by agents evidently employed for this express purpose, who would exclaim, "He is a spy. He is asking for information that would deprive us of employment. Don't give it to him. He is a spy." The result is that our official agents are disgraced and leave the town. Do you blame such men for advocating a change of base for assessing duties to the American valuation where our government has full jurisdiction?

Now another viewpoint. There was a time when a  
(Continued on page 30)



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

It was recalled in the glass trade here this week the efforts made a year ago to impress upon Representatives and Senators at Washington the necessity of adopting some form of legislation for the protection of the American glass industry and against importations of glass products made by child labor. Glass manufacturers in this district are firm in the belief that to have the American Valuation clause a part of the new tariff law, that the glass industry would then be given a protection against low cost glass, as it is made abroad. A year ago members of the Glass Associations adopted resolutions protesting against what was termed unfair competition, and when state and national laws prevented the employment of child labor in American glass factories.

Payroll checks which were recently stolen from the offices of the Athens Glass Co., at Bellaire, O., have been recovered, and late last week the thief was captured and is now being held for the Grand Jury of Belmont county, next October.

Delegates are now being chosen who will make up the personnel of the annual convention of the American Flint Glass Workers Union which will convene at Fairmont, W. Va., early in July. Just what changes will be suggested by the convention in connection with wage scale discussions have not been made known.

Admission is made among the trade here that new business has been more or less spotty during the last week. On the whole, however, factories in this district are operating on good schedules, and orders at times are equaling shipments. The elimination of the summer stop in all union glass plants this year means that factories will not suspend operations, although employes can take a holiday when they so desire. However, the number of absent employes must not at any time be of a character that will interfere with operation of plants. Because of this rule, manufacturers will not have to work on stock orders.

Practically normal schedules are being maintained at the plant of the L. E. Smith Glass Co., Mt. Pleasant, Pa. This concern is reporting considerable demand for its sanitary mixing bowls, while production of motor lenses has been increased because of its large contracts.

Department stores in this district have anticipated the June wedding season, and as a result glass stocks have been increased. The novelty lines seem to predominate as a gift proposition, although very liberal assortments of both light and heavy cut patterns have been placed

on the display tables. Two department stores here have already "sprung" the June bride gift suggestion, and sales have resulted. This shows that the department managers are forcing business at every opportunity.

The United States Glass Co. continues to report an active request for the novelty colored line of glassware which was displayed for the first time during the January glass exposition. Their Cumula line of decorated ware consists of a rather wide assortment of items, and the list is one that has an especial appeal to the department store trade.

The decorated line of glassware of George West & Son, Jeannette, Pa., will soon be placed on display in the new sample room which Fred Kline will open at an early date in Dallas, Texas.

The new floor lamp line, of the Pittsburgh Lamp, Brass & Glass Co., which was brought out early in the year has proved to be one of the most active lines of the kind this company has developed. The standards are of metal, and a wide variety of shades for these standards have been made use of.

Glass salesmen traveling out of this district report that china and glass departments in western department stores are doing a more active business now than heretofore this year. This is reflected in the number of repeat orders on some lines which the different factories are receiving. Popular priced merchandise wherein value stands out is in favor with most of the department store buyers.

Cold drink sets are moving briskly, such as grape juice, lemonade and water sets. A wider variety of these lines was shown by manufacturers last January than ever before. There is a very good movement, it is said on some of the higher priced offerings.

From present indications, the demand for packers glassware this season gives promise of being the most active in years. Advance orders for jelly tumblers are being booked by all factories making the line, and the demand for other containers is also good.

Harry L. Hart, for many years associated with the glass industry at Dunkirk, Ind., has been elected president of the Twin Cities Glass Manufacturing Co., which will erect a plant at Ft. Smith, Ark.

# What's New in the Market?

Here Are a Few Answers to This Question Which Will Keep Progressive Buyers and Merchants Well Posted on the New Offerings Received From the Most Representative Sources of Supply

## National Quality Dinnerware

Specializing in high quality semi-porcelain dinnerware the line of the National China Co. being shown by D. King Irwin, Fifth Avenue Building, is one of several typifying the products of representative American potteries. Featuring the "La Rosa" shape the company has added several new patterns to their varied and attractive line. The "Indus" pattern, which may be defined as a modification of the well known India Tree motif, is a quaint and charming design with bright and cheery coloring. In addition to the tree of the original, there is included a pheasant nicely incorporated in the pattern which adds a new touch to this famous Chinese design. The "Edena," a medium wide border pattern in orchid with medallions of roses on white body, and the "Marshia," making use of the same graceful pattern in pale yellow on ivory body, are outstanding designs which have received much praise by buyers in the market. Two new inexpensive sets are also on display, the "Paraquet" in spray pattern with an unusual number of colors and the "Continental," consisting of flower basket inserts joined by fine contrasting lines in the style of the Louis XIV period are additions to the National dinnerware line well worth viewing.

Mr. Irwin is also showing new samples of hotel china from the Iroquois China Co. in the form of service plates which are particularly handsome, consisting of a combination of under and over glaze work and groundlay in different colors, such as royal blue, green and yellow.

## Distinctive American Pottery

The display of The Haeger Potteries line at the attractive salesrooms of Chas. Hall, Inc., 18 West 23rd St. includes a comprehensive range of art and gift items in fine earthenware. The offering of bowls and vases is especially noteworthy, including a large assortment in many shapes in mirror black, yellow, green and blue, featuring artistic shapes for lamp mounts in small, medium and in the much sought for large sizes. One of the specialties which is attracting considerable attention from buyers just now is a gracefully designed wall pocket for flowers. This is obtainable in six delightful shades of Chinese and French blue, yellow, several shades of green and ivory. Three and five piece sets for table decoration comprise another appealing display in light and dark blue, black and yellow and salad sets in solid colors of green, blue and yellow consisting of bowl and plate with six serving plates deserve mention. In novelties the latest addition to the Haeger line is a honey jar in quaint shape suggestive of the old-fashioned straw hive. These are procurable in blue, green, yellow, black and ivory with honey bee design in contrasting color on the flat topped handle of the cover.

## Good Things in "Rona" Crystal

A particularly interesting feature of the Belgian line of Rona Crystal, imported by Fensterer & Voss, Inc., 78-80 Reade street, is a beautiful iridescent coloring produced by a special process and absolutely guaranteed not to wear off. This is shown on a complete line of stemware and other items for table service, on a very graceful shape, in an optic crystal, that tends to enhance the beauty of the iridescent coloring. Besides plain, it is also shown with a gold band and line decoration. The St. Regis, a deep pantograph etching is another pattern that is proving a decided attraction. The design is a rather elaborate and original idea in a festoon effect that is very pleasing. Its popularity has given it a place in the stock lines carried in New York for immediate delivery. There is also an attractive plain English bell shape for decorators and cutters that is very good.

## "Cosey Sets"—A Tea Pot Novelty

The latest and one of the best novelties introduced in teapots in many a moon, is being shown by A. J. Fondeville & Co., 135 Fifth Ave., from Wade & Co., Burslem, England, for which they are American representatives. The "Cosey Set" consists of two attractively shaped pots of the same size and shape, compactly and neatly fitted into a tray to match, which exactly follows the outline of the pots. One pot is for tea with regulation spout for pouring, while the other is a covered hot water jug with a short wide spout. On account of the odd shape and compactness of the set, it takes up very little more room than a regulation tea pot. The set comes in green, jet or blue in a variety of excellent decorations, in gold and enamel treatments. They come packed six dozen and up to a case.

## Witte Shows New Cut Glass Line

Henry Witte, who has just taken on the line of the Silver City Cut Glass Co., Meriden, Conn., now has the complete sample line on view at his salesroom, 24 West 23rd St., where it is sure to attract considerable interest. The line is high class in every respect, there being nothing finer on the market from a point of tasteful patterns, faultlessly executed and finished. It is "real" cut glass in every sense of the word. One pattern that stands out particularly, for its daintiness and uniqueness of treatment, is the "Lattice," a lace-like lattice engraving with entwined rose buds with a fancy, deep mitre cutting employed at intervals, to add brilliancy to the design. It is indeed very charming and is shown in a most complete assortment of items that usually are regarded as "best sellers" in cut glass.



# BOSTON NEWS NOTES

By

R. B. HEMENWAY, Representative

BOSTON OFFICE

98

MAY STREET

NEEDHAM

MASSACHUSETTS

ANOTHER boost New England campaign is on, this time from the Purchasing Agents Association at the Westminster Hotel. Edward G. Stacey addressing the members advocated buying made in New England goods, all else being equal, as a road to greater prosperity, less unemployment and more business for this section of the country.

Mayor James M. Curley has ordered Corporation Counsel E. Mark Sullivan to prepare a test case on the matter of freight differentials to be presented to the United States District Court on Sec. 1, Art. 9 of the U. S. Constitution which provides that "no preference shall be given by any regulation of commerce to the ports of one state over those of another." No case has ever been cited which presents the conditions as now confronts Boston. He argues that Baltimore and other points have freight rates clearly in preference over the Boston rates and says the claim is clearly established. Who is to be the goat has not been announced but the popular feeling is that our great grandchildren may benefit by the decision if it is reached during that generation.

Mr. Thomas Gray, who will be remembered as the owner of the New England Pottery Co., is heartbroken over the loss of his twin brother John Gray who passed away while on a visit to the home of his son at Annapolis, New York. Mr. Gray started in business more years ago than most of us can remember as Gray and Charles. Mr. Charles later died and Mr. Gray continued in business as the New England Pottery Company, retiring a number of years ago.

Park E. Quinn, vice-president of the Old Colony Cut Glass Co., has just returned from a successful business trip to New York. He reports "business good." While in the big town he enlisted Edward W. Hammond, who will represent the Old Colony in that territory. Just as soon as possible Mr. Hammond will have the full line on display. Mr. Quinn is bemoaning the loss of his display tables which were destroyed while awaiting shipment during the fire at the Symonds Table Co. fire at Pennabook, N. H., several weeks ago.

The many friends of Joseph L. Pindar of Chase and Francis will be glad to know he is recovering from his illness. Though the progress is slow the fact that he is on his feet for a limited time each day is encouraging.

Charles R. Lynde, of Boylston street, who has been making an extended buying trip through the foreign market is expected back during the latter part of the week.

Though no date has been set for his arrival he may be at home by the time the "paper goes to press." His impressions of the European business man in a "sellers' market" will probably be interesting.

Mr. Bird, New England salesman for the Sebring Pottery Co., was one of the early birds this week. Others who made Boston were John Rhodes, buyer for Darling and Rhodes Co., Worcester, Walter Halliwell of the C. T. Sherer Co., also of Worcester, John Hall of the Shepard Co., Providence; Mr. Emerson of Emerson and Son, Milford, N. H., and "Dick" Shermel of the J. B. Blood Co., of Lynn.

The Bub Toy & Novelty Co., Boston, has been incorporated to manufacture toys and novelties, capital \$10,000; incorporators, Max Weinstein, Winthrop, Mass., and Hyman A. Burhat, Dorchester, Mass.

## New England Notes

F. W. Woolworth Co. have opened a new 5-and-10-cent store at Woburn, Mass.

M. N. Landau, Fitchburg, Mass., has opened a new 5-and-10-cent store. This is the twenty-fifth link in a chain of stores operated throughout the state.

John A. Chambers, who established the first 5-and-10-cent store in Indianapolis, Ind., 30 years ago, died recently at the age of 70.

## Business Briefs

A company with a capital of \$300,000 has been organized to manufacture china at Uhrichsville, O. Fifty-five business men are backing the venture to develop the beds, which are said to be of unusually high quality clay.

Geo. W. Weller, Beaumont, Tex., is planning to erect a wholesale house in the near future at a cost of about \$40,000 to take care of his crockery and glassware business.

The Stevens Mfg. and Sales Co., Everett, Wash., has been incorporated with a capital of \$100,000 to manufacture household specialties. L. W. Stevens and L. C. Aya are the incorporators.

The J. D. Purchell Co., Lexington, Ky., will soon begin the construction of a five story addition to their present store, the approximate cost of which will be \$125,000 including modern fixtures throughout.

# In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

By BEATRICE MILLER WISNER

## Cook at a Saving

NO one will argue adversely about saving money, and when saving is conclusively demonstrated intenser interest is aroused. The "Peerless" steam cooker, manufactured by the Peerless Cooker Company, 1487 Niagara street, Buffalo, N. Y., has shown how cooking by steam reduces the high cost of living to an



amazing degree. This inestimable product cooks an entire dinner on one burner, meats, vegetables, deserts, at one time with no watching, little effort and time, and sends each edible from the cooker to the table in a savory and

appetizing condition. The "Peerless" is made in several styles, best quality IX Charcoal tinplate with fire-proof 2-in. stamped solid copper bottom—Style C. All cookers are fitted with a kettle for soups, stews, meat, etc., and pan for cereals, fruit, vegetables, etc. One of the essential elements of the "Peerless" is that the compartments are adjustable and many or few foods can be accommodated by adding or reducing the sections. A "Peerless" written guarantee goes with each cooker—no mingling of odors can occur—onions, fish or cake can be successfully cooked at once each retaining its own flavor. The illustration shows the very compactness of this successful product and how easily can be cooked various foods at once with the advantage of taking up little space on the stove. The "Peerless" will accomplish the same results on gas, coal, oil, wood or electric stoves. Economy is a safe road to wealth. Hence the endorsement of the wisest users of the "Peerless."



## N. Y. Stamping Company's Extensive Lines

At the factory of the New York Stamping Co., North 11th street, Brooklyn, there is a comprehensive showing of many lines, aluminum ware, etc., mixing cups, percolators, trays, casseroles and a variety of brass goods which are influencing buyers from a standpoint of excellence which has characterized the above concern's lines for a decade.

## Freezer Built for Durability

Nothing is more agreeable than ice cream coming from an ice cream freezer in a smooth and velvety condition and when this is accomplished with little effort and time the compensation is tenfold. With the use of the "North Pole" Freezer, manufactured by the Alaska Freezer, Winchendon, Mass., ice cream is made to suit the most fastidious. The tub of this freezer is made of heavy black sheet steel with double-seamed solid joints that cannot come apart. After being made it is hot galvanized thus ensuring a perfect and heavy coating to prevent leaking and rusting. The Close Fitting Cover of the tub locks the gear frame in place, encloses all working parts and retains the chill of the melting ice and salt. The Freezer Can is made of high grade Charcoal Tin Plate



with solid cast iron cover and bottom coated with pure block tin. The can is turned by gears operated by a side crank, being held firm by means of a clamp riveted to the side of the tub. Dasher is iron, well tinned and fitted with two self-adjusting hard wood scrapers, that scrape every particle of the cream from the sides of the can as fast as it is frozen, repeating the operation until it is blended and frozen into a smooth and delicate mixture. The "North Pole" is absolutely hygienic. Inside parts are heavily tinned, outside parts are galvanized to prevent rust. It is easily cleaned and there are no crevices or deep sockets to catch sediment or unhealthy outside particles of dirt, etc. With the use of the "North Pole" smooth velvety texture ice cream is assured and the freezer is so sturdily built that the parts will not wear out or become loosened with usual hard usage. The "North Pole" is built for service and is commended for efficiency and durability by consumers who have tested its easy working features and wearing qualities. Tested by use is a dependable recommendation and as the "North Pole" has been particularly well designed and thoroughly well built to do its work unusually well; it has won well merited popularity.



## Harding on the Business Outlook

(Continued from page 16)

nearly reached among the possible automobile owners of the country—those financially able to possess cars—the indications are that the automobile industry is becoming organized along the lines of maintaining this level without overproduction.

Reports coming from Chicago to the White House state that unemployment is decreasing, and that the search for work is being displaced by employment agencies hunting for workers. The President is encouraged over reports from his own State of Ohio, including conditions at Akron, which had been hit by the setback in the rubber industry.

Conditions in agriculture have heartened the President. His information is that the grain growers are getting to their feet. On the other hand, he has been advised that stock raisers are still in a despairing condition.

Although a seasonal improvement in business conditions generally occurs at this period of the year, President Harding appears to be convinced that a large part of it is more than temporary. He is of the opinion that the greatest factor likely to cause a downward trend of production would be a flood of imports, and this is one of his reasons for hoping for an early passage of tariff legislation. Aside from a consideration of the merits of a protective tariff, it has been represented to the White House that business interests are impatient over tariff

delay; that whether duties on articles are high, low or nil, manufacturers, merchants and importers have difficulty in arranging their schedules until tangible legislation comes from Congress.

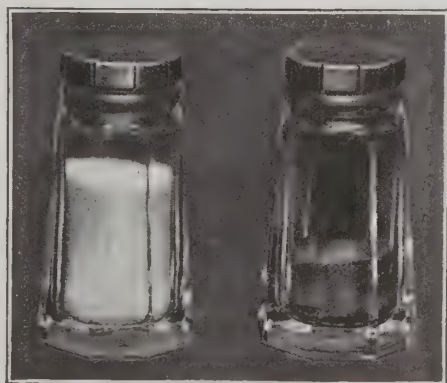
From the information he has received, President Harding has come to the conclusion that, instead of unemployment, the country faces a labor shortage. He was told by steel executives last night that their industry already is experiencing a labor shortage, and that this, together with a resumption of normal operations, is a matter of concern to the whole industry. Some of the steel men are of the opinion that there will be a critical shortage of labor within three months, particularly of unskilled labor. For this limitation of immigration was blamed.

### Business Briefs

Butts Art and Gift Shop, Norwich, Conn., has been purchased by Dan. J. Hinchey and E. A. Rouleau, the former being associated with the Porteous & Mitchell Co. as display manager and the latter for the past two years employed by the same concern as buyer of crockery, glassware, art goods and lamps.

The Rochester Lamp Corp., Rochester, N. Y., has been incorporated with a capital of \$10,000 to manufacture and deal in lamps and supplies. Directors Hyman Gordon, Hyman Lifschitz, David Raskin and Harry R. Gordon, all of Rochester.

## IT NEVER RAINS BUT UPRESSIT SHAKERS POUR



A SNAP OF THE CAP  
AND  
THE HOLES ARE CLEARED

Press center to open—Press sides to clear

Plain and Cut Glass—Individual and Family Sizes

WRITE FOR SAMPLES, PRICES AND COPY OF  
OUR MONTHLY MAGAZINE, "UPRESSIT GOSSIP"

UPRESSIT PRODUCTS CORPORATION  
15-21 Wilbur Ave. Long Island City, N. Y.

## HERE IT IS!

We know you want our individual, economical

### Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



We guarantee these bowls as represented

Write for Catalog and Prices

**The Sanitary Sugar Bowl Co.**

Successors to Schoenheit & Pierce

Manufacturers

6230 Penn Ave.,

Pittsburgh, U. S. A.

# A Shipment of Size



Crockery  
China  
Glassware  
Gifts

WE have just received a large shipment of the Vigo pattern of Johnson Brothers' English dinnerware.

You know the pattern—a French grey border of delicate design with pheasant insets. It has a tree center of soft pastel shades.

This center decoration seems to be growing in favor. It is a pattern of character, yet is not vivid enough to become tiresome in daily use. It will look well on bare mahogany as well as on damask.

So we believe that it will be one of the season's most popular designs.

We are prepared to make prompt shipments both in original packages and Open Stock.

Other new goods are arriving constantly from Europe and the Orient.

**Jones, McDuffee & Stratton**

*Direct Importers and distributors of Crockery, China and Glass*

25-39 Franklin Street, Boston



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

CHICAGO'S Annual Merchandise Fair will be held at the Coliseum the first ten days of August, during the period of the second Chicago Pageant of Progress. In speaking on the forthcoming merchandise fair, P. H. Meyer, the manager, says, "Very little buying of fall and holiday merchandise has been done to date, and it is expected that more merchants will come to Chicago to buy this year than ever before. Stocks in all retail stores are much lower than they have been in years. This and the fact that little of the fall and holiday merchandise has been purchased, points to one real fact: Retail merchants are not going out of business, therefore they must buy the bulk of their merchandise for fall and holiday trade before the first of September. General business conditions are improving and all indications point to real active buying before July 4, when it is expected that all retail establishments will be placing substantial orders for their requirements up to January 1."

This trade fair conducted upon the principles of buying and selling enables the retail merchants, large and small, to come to the market and find on display for their convenience, wares and goods from leading importers, manufacturers and selling agencies.

A. B. Leyse, well-known manufacturer of aluminum-ware from Kewaunee, Wis., was in Chicago last week on business.

The American Furniture Mart Building, to be the largest furniture exhibition building in the world, is being planned for Chicago. The chairman of the furniture subdivision, which includes many of the larger lamp manufacturers and furniture novelty men, of the Chicago Association of Commerce is directly behind the movement which now promises to give Chicago the largest permanent furniture display building in the world. J. L. Metz, head of the association subdivision, is gathering his forces in the trade to put the big idea over.

The Hardware & Variety Dealers, Inc., received their state charter last week, showing a capital stock of \$50,000. This concern will deal in housefurnishings, hardware, and crockery and will be located at 1475 S. Michigan Ave. Those interested in the company are Julius C. Greenbaum, Maurice C. Mandleman and William S. Newburger.

G. P. Stark of Saginaw, Mich., and T. A. Brown of Tampa, Fla., were among the housefurnishings buyers in Chicago last week.

The Transparo Cloth Corp., makers of silk lamp shade covers, have recently put a new product on the market,

which gives promise of becoming a popular house item. This is a transparent, moth proof and odorless garment bag. It is made of the same material as silk shade covers and has in addition to all the other advantages of the ordinary moth proof garment bag, the feature of transparency. The manufacturers have appointed W. T. Darden & Co., Palmer House, Chicago sales agents.

F. S. Davidson, representing Charles Parker Co., of Meriden, Conn., manufacturers of a complete line of metal lamp bases, glass shades, and variety of boudoir, bridge and floor lamps, displayed this line last week in the Palmer House.

F. E. Coulter, furniture and crockery buyer for a department store in Frankfort, Ind., made a buying trip to this market last week.

Harry Calish, representing A. Leipzig & Co., New York basket importers, maintained a sample room at the Palmer House during the past week.

The Gift, Art Wares & Novelties Association of Chicago held their regular meeting at the Palmer House last Tuesday. The offices of the Association, express satisfaction with the progress being made in connection with their plans for a Gift Merchandise Exhibit for Chicago. The exhibit will be held at the Palmer House, August 7 to 13.

Tom Reid, manufacturers representative, returned last week from Cambridge, Ohio, where he was visiting the plant of the Guernseyware Co., whom he represents in Chicago and the middle west.

A new retail furniture and housefurnishings store has been incorporated in Chicago. The Factory Sample Furniture Co., which was incorporated for \$20,000, is located at 3122 Irving Park Boulevard. Those interested in the new company are Morris Steiner, Andrew Times and Bertha Steiner.

J. H. Martin, novelty buyer from New Orleans, La., visited Chicago display rooms during the last two weeks.

The Chicago office of the Jefferson Glass Company is now located in the State-Lake Bldg., Room 1008. A complete sample line of illuminating glassware and automobile lenses is on display and the new show rooms are very attractive. J. E. Pierce, representative for Chicago and vicinity, reports a steady growth in the popularity of this old established line.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

Visit the  
**PALMER HOUSE**



And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Midwest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East  
Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
decorated.  
Aluminum for special sales and high  
grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear, 4700

**E. M. MEDER**  
17 North Wabash Avenue  
Chicago

*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**  
Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.

*Representing*  
**MERCER POTTERY CO.**, manufacturers  
of Quality Dinnerware and Hotel Ware.  
**IROQUOIS CHINA CO.**, manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at  
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**FRENCH CHINA CO.**

*Office and Display Room*  
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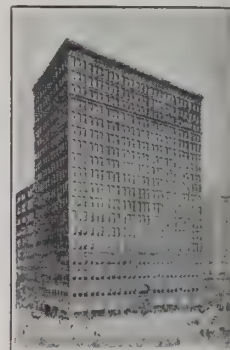
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*Manufacturers*  
**High Grade China**

CHICAGO

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**HEYWORTH BUILDING**  
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TO  
BUY  
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*Representing:*

A. H. Heisey & Co., "Diamond H"  
Glassware. Pressed and Blown Table  
Ware, plain and decorated.  
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Jars, Vases and Art Pottery in High  
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Decorated Glass Ware  
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Aluminum for special sales  
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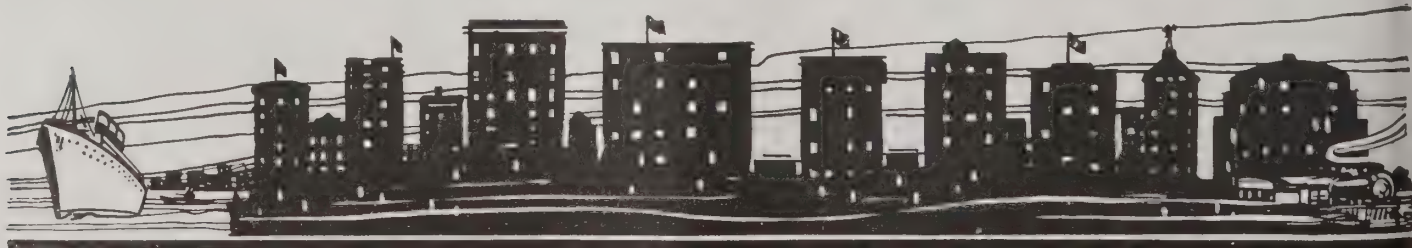
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*Announces*

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*Representing*

Athens Glass Co., Fenton Art Glass Co.,  
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## JOYCE ART STUDIO

Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.

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OUR NEW DISPLAY ROOM  
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LUSTRES & METALLIC GLAZES

Vases, Bowls, Lamps, Comports,  
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Powdered or Mixed for Use  
Everything for China Decorators  
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## HELM & SOUKUP

*Representing Manufacturers of:*  
**TABLE AND ILLUMINATING GLASSWARE**

*Import and Domestic*

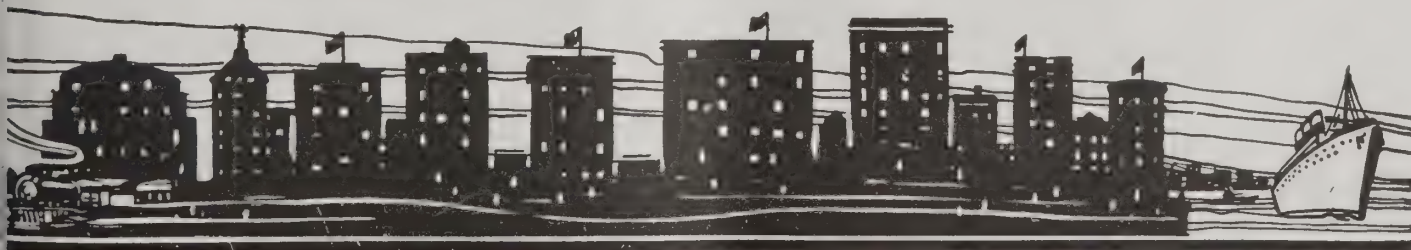
*Display Rooms*

17 NORTH WABASH AVE.

## PLATINUM Encrusted China— The Latest

A most wonderful treatment in Bright and Dull finish. Guaranteed to wear and the BEST Seller. Your line is not complete without

**KITTLER'S PLATINUM CHINA**  
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# W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

## HELP WANTED

**SALESMAN**—Old established manufacturer wants experienced salesman to carry side line of metal table lamps, covering New York, New Jersey, New England, Central and Southern states. Box 172, care CROCKERY AND GLASS JOURNAL.

**LAMP DECORATOR WANTED** for part time work. New York Lamp Manufacturer requires the services of decorators and retouchers for a popular-priced line of metal lamps. First class workmen only. Good pay. Box 177, care CROCKERY AND GLASS JOURNAL.

## FOR LEASE

Large Space in Going Department Store in the Largest City in Texas  
FOR

## House Furnishing Crockery Department

WILL INCLUDE IF DESIRED

Trunks, Baggage, Rugs and Upholstery Goods, Draperies  
NOW BEING CARRIED

City building very rapidly. An excellent undeveloped field for departments of this character. Firm doing high class and popular price business.

THE WOLFF & MARX CO., San Antonio, Texas

Sole Owner of the Patent

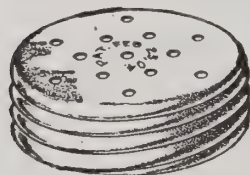
**Celluloid Cap & Metal Ring Co., Inc.**

NEPERA PARK, N. Y.

**Celluloid "Salt and Pepper" Caps**

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.



## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.  
New York Office: 290 Broadway.

## Foreign Valuation vs. American Valuation

(Continued from page 20)

taxpayer put his own valuation on his property all over the United States and his word was taken and that was the valuation on which he paid taxes. This is not the plan today anywhere except in the Custom Houses. This influential and active foreign valuation group, made up of importers and international bankers, is the most gigantic political ring in the United States. It works with as accurate and smooth precision under Republican administration as under Democratic administration. Their effort is to so word the administrative features of the law as to have their desires, based on foreign valuation, enacted into law, any subterfuge is used to gain the de-

sired purpose; that is, it debars Americans who are familiar with prices from knowing the valuation on which duty was paid.

All this will be remedied by adopting the American valuation plan, but the importers don't want it and claim that it is not practical, which all others, who know anything about the subject, know is mere nonsense.

Every importer knows that if the law is based upon American valuation, the government can secure true values and have the full assistance and co-operation of American manufacturers, who come in daily competition and contact with competitive trade prices who will gladly render such assistance and any information they possess.

We American manufacturers are not asking for rates that will act as an embargo, but we do ask for fair play. By that we mean a duty based on a fair valuation that will equalize the difference between wages paid by the foreign manufacturer with the wages we pay, and in American money.

All praise is due Mr. Fordney and the members of the House and many members of the Senate who are strong for American valuation by American appraisers in America, and who will not agree to a tariff based on the uncertainties of foreign valuation. They know that ad valorem duties based upon American valuation is the only fair way to base our tariff, and right will prevail.

## Buyers in New York

(Continued from page 18)

MAY 22, 1922.

F. Miller, representing Miller Bros. Co., Chattanooga, Tenn., care Greenfield & Bro., 1372 Broadway.

H. R. Pendelton, mdse. manager, Morehouse-Martins Co., Columbus, Ohio, care Chas. A. Cook, 276 5th Avenue.

MAY 23, 1922

Mr. Joseph, representing, Loveman, Joseph & Loeb, Birmingham, Ala., care A. Fantl, 116 West 32nd Street.

E. C. Tarr, house furnishings, E. C. Tarr & Co., Boston, Mass., 1150 Broadway.

C. W. Benzow, toys, Wm. Hengerer & Co., Buffalo, N. Y., 116 West 39th Street.

A. Kite, house furnishings, Kite Bros., Chicago, Ill., 1276 Broadway.

J. T. Gilmer, mdse. manager, Geo. E. Steifel Co., Wheeling, W. Va., care A. Fantl, 116 West 32nd Street.

C. F. Longacre, house furnishings, china and glassware, The Bush and Bull Co., Williamsport, Pa., Imperial.

W. H. Brittain, mdse. manager, J. M. High Co., Atlanta, Ga., 120 West 32nd Street, care of A. Fantl.

C. A. Weissenberger, mdse. manager, Stewart & Co., Baltimore, Md., 16 West 39th Street.

A. D. Wilhelm, house furnishings and china, A. D. Wilhelm, Buffalo, N. Y., Pennsylvania.

W. A. Ricker, toys, M. L. Parker Co., Davenport, Iowa, 352 Fourth Ave., care Kirby Block & Fisher.

M. H. Schlessinger, general mdse., The Golden Eagle, Denver, Col., 352 Fourth Ave., care Kirby Block & Fisher.

R. Walters, crockery, Kaufman's Dept. Store, Pittsburgh, Pa., 1261 Broadway, care M. A. McNulta.

Mrs. L. C. Nourse, lamps, L. T. Huston, toys, Woodward & Lathrop, Washington, D. C., 37 Seventh Avenue, Room 1701.

C. O. Gavitt, china and glassware, H. B. Gavitt & Co., Westerly, R. I., 308 West 58th Street, Pontchartrain.

MAY 24, 1922

Mr. Wilhelm, chinaware and household goods, R. Weil Dept Store, San Francisco, Cal., 15 East 26th Street.

P. Weill, toys, house furnishings and china, B. Nugent & Bro., Toledo, Ohio, care Affiliated Retail Stores, 1372 Broadway.

R. Evans, house furnishings, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

W. A. Ricker, toys, M. L. Parker Co., Davenport, Iowa, care Kirby Block & Fisher, 352 Fourth Avenue.



# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

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and  
*Pittsburgh*

**M. K. ZIMMERMAN**  
215 West 6th St.  
East Liverpool

VOL. 94

JUNE 1, 1922

No. 22

## AS THE EDITOR SEES IT

### ENVELOPE SALESMANSHIP

WHILE newspaper and store display advertising may be considered the most important methods of building up retail store trade, they are not all. A good many stores, it is true, depend entirely upon this form of publicity and while some big stores and stores not so big, make use of form letters and the direct by mail appeal, this manner of enlarging the customers' list is but comparatively little used. Some merchants do not think much of putting salesmanship in envelopes. But it is an established fact that envelope salesmanship, including circulars, form letters, announcements and the more personal letters signed by a member of the firm, are bringing in business every day. You may not place much value on the form letter, yet this medium of communicating your offerings to prospective purchasers is widely used. Even in a city store making use of large newspaper space, the mail appeal can often be used to good advantage to awaken interest in a large number of people who for one reason or another continue to remain big potential customers but small actual purchasers in any one store. And one of the important reasons why every store should consider the possibilities of the direct by mail appeal is this: That the more people a merchant can approach and meet the greater his opportunity to exchange his merchandise for their money. For this logical business reason every manager of a store should be very much interested in singing his little song and speaking his little piece to every possible purchaser of his wares. If you have something good, broadcast it.

CITY stores can be benefited by good envelope salesmanship and so can the smaller stores in large and small centers. There is always a considerable percentage

of people who seldom visit a store or read its advertising. Add to this the larger number of people who see the store and advertising but who do not observe either sufficiently to be attracted as customers, and you have an impressive list of people worth meeting through the medium of letters. Because of the fact that so few retailers use letters for getting business, they form a valuable medium of publicity. But the letters must be good letters. They must be cleverly worded, natural, clear, interesting—written from the customer's point of view.

FOR an interesting example I will cite the success of a merchant who conducts a general store in a town of about 8,000 population. The store did a business of over \$200,000 last year. The town has a weekly newspaper of 2,000 circulation, but no daily, and while some space was used the noteworthy growth of this big store in a small town is due chiefly to well planned and skillfully directed mail advertising. The list of prospective customers was secured by means of reporters, who jotted down facts on cards, not forgetting such details as whether the family owned a home and an estimate of the amount purchased through mail-order houses. By a thorough classification of its mailing list, special offerings are sent to a selected group of people who are known to be purchasers of this class of goods. This store has been successful in enlarging its customers' list by mail and so can your particular store. Every business building phase of constructive merchandise selling should be utilized in fullest measure by every merchant, and good letters form one way to accomplish it. The idea represents profit and is worth considering and putting into practice.

# Pass Along the Saving to Your Customers

This is One Outstanding Principle of a Progressive Store Which Increased Volume 48 Per Cent Last Year Without Sacrificing Net Profits—Big Sales and Advertising Constructive Factors of Signal Success in Merchandising

THE ideas of a successful merchant are always well worth reading and an interesting article on how a cash department store continued to forge ahead when many stores were slipping back or hardly holding their own, is related by Benjamin H. Namm, president of A. I. Namm & Son, one of New York's most progressive stores, in a recent issue of *System* magazine, from which we reprint in part as follows: From our experience in business during the last two or three years, says Mr. Namm, one principle stands out. That is that when you make a saving of any sort, it pays to pass it along to your customers. To phrase this another way, it is sound business to take a fixed percentage of net profit and whenever you find a way to operate at lower cost, to cut your prices by the percentage you have saved. The differential between our selling price and our gross cost (price paid, plus operating expenses) is something we never increase. And if we slip back a little in our operating costs increase, then we suffer the loss out of our net profit, instead of increasing the price to the consumer.

This is sound management, we find, for when we are being penalized in this way for an operating inefficiency or a falling off in volume of sales, we forthwith busy ourselves about the job of eliminating the unnecessary expense, or of increasing the sales volume, or of both. And in a very short while we discover that our costs have decreased to a point lower than ever, which enables us to cut our selling price, increase our volume and lower our costs once more. It is the antithesis of the vicious circle. There are those who declare this procedure is all wrong, who in times past have assured us it might do well enough while prices and consequently sales volume were increasing. "But look out," they warned us, "for the time when prices and volume drop! Then is when you will change your policy, or go broke."

## HOW VOLUME INCREASED

Certainly sales volumes of retail stores fell off last year. Authentic figures for 1921 showed a considerable decrease in the dollar volume of business of department stores over 1920. Some stores showed, I think, a decrease also in number of transactions. For the same period, our store showed a fraction more than 48 per cent increase in volume of business, 83 per cent increase in number of transactions handled, and 3 per cent decrease in operating expense. We were forced by our growth to erect a new building and the new building, of course, helped us increase our volume.

We did not sacrifice net profits. We did not curtail our service. We did not reduce salaries. What we did is very simple and not new. It is chiefly the result of fundamental merchandising policy I have described, plus common sense methods of handling the situation which arose when the business boom of 1920 ended. At that

time we met replacement costs promptly. The mark-down was a bitter dose of medicine but we took it all at once. We bought and sold entirely for cash, as we always do and we went out for big sales and small profits. And last, but not least, we advertised as never before. On this fight for business we had no greater ally, perhaps, than our 46-year-old cash policy. In buying merchandise we enjoyed, I must admit, a very real advantage over those concerns which did business on credit.

## ADVANTAGES OF CASH TRADING

This was clearly illustrated during January, 1921, when we bought and sold a greater quantity of bargain-priced merchandise. We put a quick turnover price on our merchandise and sold it all within a week, promptly converting the proceeds into special goods again. Another store, obliged to price its merchandise to include the cost of credit accounts, took longer to dispose of its stock on a similar sale and even then was forced to wait from 30 to 60 days before it could reinvest the proceeds of its sale. Another advantage of cash trading was the effect upon our manufacturers and jobbers. When they had merchandise to close out at a price, their need for cash prompted them to offer it first to a store such as ours, which was known to pay cash. And again, we had another advantage in that those women, whose charge accounts at other stores had been closed or cut down due to delinquent payments, but who, woman-like, resented being "dunned," came our way. Many of these women were able to pay their bills but were careless of their affairs. Consequently we not only did not lose customers but gained many.

## FUNDAMENTAL MERCHANDISING PROBLEMS

As far as the fundamental merchandising problems were concerned, our situation did not differ essentially from that of the general store in a small community, or that of a sizable store dealing largely in staple merchandise of almost any sort, whether it be a specialty shop on Fifth Avenue, New York, or Chestnut St., Philadelphia, or a department store on State St., Chicago, doing chiefly a charge-account business. Our "buy for cash, sell for cash" policy gave us an edge, to be sure, but where we have profited especially, the profit has been attributable to our general merchandising methods rather than to the fact that we do a cash business.

And let me here point out the fallacy of an idea which business men rather generally hold, that a cash store must, by reason of being a cash store, handle trashy merchandise, or at least merchandise not above the "moderate-priced" lines. We have, iconoclastically perhaps, worked away from that idea. And we have proved in the retail field that it is not only possible, but even more profitable to sell quality merchandise to cash customers than to deal in inferior stuff.



## THE ONE EXCEPTION

There is one apparent exception to this policy—only an apparent exception. And it requires a little preliminary explanation. Our basic merchandising policy of a fixed, moderate percentage of net profit results in our offering good values throughout the store. And good values always draw to any store a bargain-hunting element, with whom the price appeal is all-powerful. In line with our idea of upgrading our merchandise and our trade, we looked about for a way to direct from the main parts of the store the bargain seekers who, because of their financial limitations, must seek the low-priced goods. We wanted their business, not only because it is profitable, but also because these folks are potential upstairs customers. So we installed a bargain basement in charge of a merchandise manager whose instructions were to provide real bargains, good values in dependable merchandise of a lower grade. This basement handles merchandise of the lower grade and provides remarkable bargains. The prices are low because of limited service; we do not deliver basement purchases and in general customers serve themselves. The stock is turned regularly at the rate of 12 times a year.

## SOME GOOD SELLING IDEAS

Among our merchandising methods are some which are, I believe, not widely in use. Not a few of these are rather at variance with some generally accepted ideas in store management. And because these merchandising methods pay us, they are worth describing here. We have grown rather fast these past few years, beginning in 1917 our growth each year over each preceding year has been: 1918, 12½ per cent; 1919, 29 per cent; 1920, 21 per cent; 1921, 48 per cent. The total volume of our business today is 2½ times the 1918 volume. This growth has come, in a large measure, from a practise we follow of sub-dividing our departments and, in a way, splitting off sections as some forms of microscopic life grow by dividing their cells. In the larger departments sub-divisions are being constantly made—the buyer creating associate buyers under his supervision. This encourages a buyer to become a merchandise man with several section buyers under him, while he continues to function as the buyer for the parent department.

Not one of these split-off departments has ever yet failed to pay a net profit for its first year. And when we have really gotten behind such a department and pushed it with vim, it has given us a satisfactory profit every month from the very first. Our art department, for instance, increased its volume 128 per cent in 1921. This came from specialization on the problem by one section head. Previously it had been supervised in conjunction with another division.

## MAKING ODD CORNERS BUSY ONES

Some of our ideas on store arrangement and display, particularly on arrangement, are far from those generally accepted as orthodox. Yet they work well for us, and I think that few stores have a more difficult problem of layout than ours. Fulton St. is the main retail street of Brooklyn. We have 40 feet of Fulton St. front-

age, certainly the best main street frontage of any American store one half our size. The rest of our store lies behind the other Fulton St. stores, with entrances and windows on three streets of small retail consequence. We have not extended our Fulton Street frontage because we have managed to keep increasing our volume without and realty prices along Fulton Street are rather expensive. As a result, our store is full of corners of the sort merchants dread, because crowds do not get into them easily, and the volume is likely to fall below what the area of floor space should produce. And, too, the effect on the minds of customers is bad when they see odd spaces with very little activity. Instead of accepting this as unavoidable, we have gone ahead on the theory that the dead corners could be made the liveliest spots in the store. What is more, we have proved it. The results show up in our annual report.

We have found that the nearer we can come to having all our merchandise in one big room on each floor, the better it affects volume. And perhaps the most radical of our ideas on store arrangement is our use of the middle section of our main floor, the heart of the store. No department has this space; it contains some 34 merchandise booths and is under the control of a "bargain booth manager," who has no other responsibilities. When a buyer wants to get his merchandise into that bargain booth space, he has to sell the section manager on the merchandise. If she accepts it, he gets the space. If she does not think that what the buyer wants to feature there is good value, and he insists, she is likely to let him have the space on trial. If the merchandise does not sell—and she can tell by noon whether it is going to, she orders it removed and gives another buyer the space. That competitive method insures that the central point in the store contains real bargains and merchandise certainly sells fast in that section. From this section the crowds diffuse through the store.

## SOME INTERESTING FEATURES

A plan we have found extremely profitable in building up volume throughout the store is to graph each department's sales by weeks. It is an interesting game and never ended and is used in all departments. At the beginning of the year we told all our members (which is our invariable way of referring to our employees) that in spite of declining costs, we would make every effort to avoid reducing salaries, and that this step should prove unnecessary if they would respond with sufficient extra effort so that the store could attain its sales quota without materially increasing our force. The entire organization responded and as a result no salary decreases have had to be even considered. In fact, we have been able to handle 83 per cent more transactions with but 25 per cent more people and our percentage of wages to total volume dropped to a point considerably below that of the previous year. And no small part of the credit, we believe, is attributable to our democratic form of organization, which includes having our members represented on the store's governing board, with the vote of the members' representative counting for as much as that of any officer or executive.

(Continued on page 34)

## How's Business?

With but few exceptions the general trend of business for the current week continues to show gradual improvement. While some parts of the country report that unfavorable weather and crop prospects are holding back business, all distributive trade, including retail buying, is making a better showing. Bank clearings show a further slight decline from last week but are one-fifth larger than last year, and Bradstreet's survey tells us that improvement is still the keyword.

### IN THE EAST

New York continues to show reasonable good activity for the season in crockery and glassware and manufacturers of cut glass report that a slight increase in demand is noted in comparison with business two and three months back. Sales of heavy and light cut goods are mostly confined to refreshment sets but there is a fair demand for vases, fruits and salads. Colored and decorated goods are apparently growing in favor and console sets are proving good movers. Small fancies such as marmalade jars, bonbons, fruit and flower bowls are also good sellers. In more expensive lines a fair demand is shown in gold encrusted wares. Trade in silver and plated ware is quite active. In Philadelphia the trade report that while business is slower than last year, there is no cause for complaint and improvement is looked for a little later on, but retailers are buying with caution and collections are comparatively poor. Pittsburgh reports that operations in the strike districts are showing improvement, steel trade is improving and retail trade is slightly below last year with collections slow. In Buffalo business is good and there is a shortage of unskilled labor. Collections are fair.

### IN THE WEST

Chicago reports that steel production is operating at 80 to 90 per cent. of capacity, that bad weather has affected retail sales, but more confidence is reflected in business and collections are fair. Cincinnati retailers say business is good. The building outlook is favorable and collections fair. In Cleveland improvement is more pronounced, retail trade is improving and collections are fair. Detroit reports that auto plants are running at capacity, industry conditions are improved and 3,000 men were added to pay rolls this week. Retail trade shows improvement, building is active and collections are fair. In St. Louis conditions are markedly improved in industry and retail trade and collections are fair. Milwaukee reports retail trade as fair, building more active, crop outlook very promising and collections slow. Minneapolis reports retail trade good, building active, crop prospects excellent but collections slow.

### IN THE SOUTH

Baltimore reports retail business improved, building very active and collections improved. In Charleston retail trade is fair, lumber and cotton mills are active and collections fair to slow. Nashville says retail trade is fair, building active and collections slow. In Atlanta trade is

fair in the cities but country trade is depressed by poor crop outlook and collections are slow. Birmingham reports iron and coal production good, retail trade holding up well but collections slow. In New Orleans retail trade is fairly good but collections are slow. Dallas says retail trade is fair, crops are backward and collections fair.

## Business Better in April

According to a survey of business by Commerce Department, commercial and industrial movements during April showed a steady gain despite some reverses. Prices were steadier last month, the department said, with small increases in many commodities, while reports indicate that retail trade is improving. The report also adds that May, 1920, is the date usually associated with the beginning of the recent period of depression. It was in this month that the general level of prices began to decline. During the twelve months that followed, prices on the average dropped 50 per cent.; it has required the better part of another twelve months for business to catch its breath after that memorable slide. That this has been accomplished, and that business is rapidly adjusting itself to the lowered plane is further emphasized by reports received during the first part of May, 1922.

Marshall Field & Co., in their weekly review of the wholesale dry goods trade, say that current wholesale distribution was ahead of last week and of the corresponding period of last year. Orders from salesmen on the road were somewhat smaller than a year ago, although the total was as large as last week. Retail distribution continues in excellent volume, resulting in more mail orders received than last week, or during the corresponding week of 1921. There were also more customers in the market. Collections were satisfactory, equaling those of the corresponding period of last year.

## The Reduced Freight Rate

The decision of the Interstate Commerce Commission in ordering a 10 per cent cut in freight rates cannot but be viewed as a decided stimulant to business. In round numbers the reduction means that the impressive sum of \$400,000,000 will be saved by producers and merchants, and business men are confidently looking forward to an acceleration of the business revival as the result. This is the first time that rates have been fixed for the purpose of stimulating trade and make profits for others than the carriers. In the past, rates have been fixed on the theory that there existed a definite rate, reasonable in itself, and that discriminations between markets or commodities should be corrected in support of fair trade. Now rates are to be related to profit but not to prices. All freight excepting farm goods are affected by the order which is effective July 1. The territorial schedules are now as follows:

Eastern Group—Including points in Illinois territory, and the Eastern Group; 26 per cent, instead of 40 per cent authorized by the increased rates of 1920.



Western Group—Including the Western Group and between this group and Illinois territory, 21.5 per cent instead of the 35 per cent now in effect.

Southern Group—Including mountain Pacific groups, 12.5 per cent instead of the 25 per cent now in force. On all interterritorial traffic, except as otherwise provided, 2 per cent instead of the  $31\frac{1}{3}$  per cent now in effect.

### The Tariff Situation

During the past week discussion of the crockery and china schedules in the tariff was resumed in the Senate with Senator Jones of New Mexico, making a determined opposition against the committee rates and Senator Frelinghuysen, New Jersey, supporting them as necessary for the industry. Senator Jones asserted that the domestic manufacturers had little competition from abroad, and having made huge profits, averaging 25.59 per cent in 1918; 24.3 per cent in 1919 and 32.76 per cent in 1920, did not demand any such protection as that proposed. He likewise asserted that the chief competing industry in Germany was not able to turn out anything like the amount it did before the war. He contended also that German export prices were 250 per cent higher than they were before the war. Frelinghuysen said that actual invoices for foreign products showed that there was menacing competition from abroad. He denied that the American industry was making enormous profits and said that the 1921 profits of one of the largest manufacturers did not exceed 10 per cent. European countries for centuries have made it a part of their national policy to encourage the industry, he continued, charging that the demand for a reduction in the duties proposed by the committee came largely from importers and department stores.

The Senate then on its first vote rejected, 13 to 39, an amendment by Senator Jones to make the duty on undecorated earthenware and crockery 35 per cent ad valorem—the present duty, instead of 45 per cent as recommended by the committee. It followed by approving the committee rate and also a duty of 50 per cent on these items, both decorated and undecorated. Committee duties of 60 per cent on undecorated porcelain ware and 75 per cent on decorated porcelain were also approved.

The Finance Committee rejected the rate of 4 per cent previously provided by it as applying to Rockingham pottery and decided to retain the 25 per cent rate on common earthenware, the original schedules being as follows:

Common yellow, brown, or gray earthenware made of natural unwashed, and unmixed clay, plain or embossed; common salt-glazed stoneware; stoneware and earthenware crucibles; all the foregoing not ornamented, incised, or decorated in any manner, 25 per cent ad valorem; ornamented, incised, or decorated in any manner and manufactures wholly or in chief value of such ware, not specially provided for, and Rockingham earthenware, 40 per cent ad valorem.

Earthenware and crockery ware composed of a non-vitrified absorbent body, including white granite and semi-

porcelain earthenware, and cream-colored ware, and stoneware, including clock cases with or without movements, pill tiles, plaques, ornaments, toys, charms, vases, statues, statuettes, mugs, cups, steins, lamps, and all other article composed wholly or in chief value of such ware; plain white, plain yellow, plain brown, plain red or plain black, not painted, colored, tinted, stained, enameled, gilded, printed, ornamented, or decorated in any manner, and manufactures in chief value of such ware not specially provided for, 45 per cent ad valorem; painted, colored, tinted, stained, enameled, gilded, printed, ornamented, or decorated in any manner, and manufactures in chief value of such ware, not specially provided for, 50 per cent ad valorem.

China, porcelain, and other vitrified wares, including chemical porcelain ware and chemical stoneware, composed of a vitrified nonabsorbent body which when broken shows a vitrified or vitreous, or semi-vitrified or semi-vitrified or semi-vitreous, fracture, and all bisque and parian wares, including clock cases, with or without movements, plaques, pill tiles, ornaments, toys, charms, vases, statues, statuettes, mugs, cups, steins, lamps and all other articles composed wholly or in chief value of such ware, plain white, or plain brown, not painted, colored, tinted, stained, enameled, gilded, printed, or ornamented or decorated in any manner, and manufactures in chief value of such ware not specially provided for, 60 per cent ad valorem; painted, colored, tinted, stained, enameled, gilded, printed, or ornamented or decorated in any manner, and manufactures in chief value of such ware not specially provided for, 70 per cent ad valorem.

Chemical and similar glassware, 75 per cent, regardless of whether used for experimental purposes in hospitals and colleges. Rates of 50 to 70 per cent are provided on all other glassware.

### Credit Men to Meet

The twenty-seventh annual convention of the National Association of Credit Men will be held at Indianapolis on June 6-9. President W. B. Cross of Duluth, Minn., announces that the expected attendance is about 2,000 from about 100 cities in the country.

One of the important features of the convention, it is said, will be the committee reports. During the past year a number of committees have been gathering information of every sort on the different aspects of credit work. The reports specifically will take up credit research and education, general executive work, bankruptcy law, business service, banking and currency, foreign trade, credit methods and credit co-operation. Trade group conferences will be held at the convention to consider these points in connection with the various lines of industry.

### Business Briefs

The Diamond Toy Co., Oswego, N. Y., which closed down for several months has reopened with a force of 100 and will in future manufacture radio cabinets and household woodenware. (Continued on page 27)

# Merchandising News from the Retail Stores

Sales Notes Which Show What Well Known Shops Are Doing to Promote Trade—Dinner Sets and Glassware Continues a Feature—Lamps and Gift Goods and Housefurnishings Well Displayed

THE spacious first floor of Lewis & Conger, 45th Street and Sixth Avenue, is devoted to a large display of housefurnishings, silver specialties, vacuum bottles, garden tools, etc. Ice cream moulds, both domestic and foreign make, have a large and important place on this floor. Every conceivable form is shown with which to mould ice cream into fantastic shapes and designs. The smaller ones show animals, birds, flowers and the larger ones are designed to meet the demand for conspicuous shapes. These are extremely seasonable and the line is unlimited in variety and odd forms suitable for any function. There is a full line of garden tools attractively displayed, comprising lawn mowers, garden forks, trowels and a very pleasing assortment of light colored painted flower sprinklers for home garden use, in pink, blue, green, with dainty decorations which add to their attractiveness. Imported and domestic aluminum ware are fully shown in this department. The foreign ware is very heavy weight pots, pans, etc., with and without covers, and very large size stock pots which will last a lifetime and will not dent with hard usage. The French aluminum ware has inserted composition in the handles which serves as a resistance to heat. Enameled ware and kitchen utensils of every variety are housed in this department. The third floor is given over to glassware, porcelain, plain and cut glass and a variety of dainty glass and porcelain specialties for gifts. A very pleasing assortment of breakfast sets, 17 pieces at \$18.74, with blue and gold borders, and others at \$18.00, and smaller sets in plain colors, yellow, pink and opalescent colorings, white lined, very summery and appropriate for piazza furnishings, have a large space on this floor. The whole collection of china, housefurnishings and garden tools is a noticeable exhibition of correct requisites for home equipment.

A section of the fourth floor, Stern Brothers, West 42nd Street, is devoted to a full line of lamps, china and glass ware for gifts and household needs. A very attractive offering dinner sets for the day's sale, 106 pieces, priced at \$29.50, in floral designs with colored borders, gold handles and knobs, also sets at \$35.00, 106 pieces. English ware dinner sets, 106 pieces at \$95.00 for the day's special sale, in bright, pleasing colors, floral patterns. Tea sets in plain colors, light blue, pink and yellow, with plain white handles and tea spout, are unusually desirable, and with trays to match or in contrasting shades make a dainty porch furnishing. In the same section devoted to "Gift Suggestions" there is an elaborate display of exquisite glass objects in all the newest colorings and combinations: comports, powder boxes,

candy jars, trays, cake plates, etc., in plain colors, canary yellow, green, blue, pink, orchid, and a very striking bright red with black handles and black rims are extremely novel. Lemonade sets are a most seasonable offering. These are unique, plain white crystal with colored handles to match the wicker trays, combined with dainty colored tipped glass spoons make a most refreshing gift. A new glass ware with enameled medallions and wreaths, gold encrusted borders, has a conspicuous place on a special table. These range at various prices. One table accommodating a variety of colored glass objects in a variety of shapes priced from \$3.95 up is very helpful for the selection of inexpensive gifts at this season.

Two specially attractive windows at 39th street, Lord & Taylor's, have seductive elements. One is a kitchen room furnished with white enameled refrigerator, cabinet, table, etc. The cabinet is equipped with white porcelain cooking utensils, and earthenware, the swinging door has racks for these articles. An assortment of glass spice jars plainly lettered in cut letters, with metal and glass tops are placed on the table in a noticeable front row. The other window shows a very attractive assemblage of hand decorated garden baskets, trays and other novel baskets suitable for summer usage. These are dainty and useful springtime novelties.

A very unusual window is being featured at the 9th street Broadway entrance of John Wanamaker's. This window shows a beautifully fully furnished breakfast room. The dining table is especially equipped with dainty crystal and porcelain breakfast plates decorated with appropriate floral designs and novel souvenirs, little Cupies, grace the various covers. A huge bell hanging from the ceiling with bridal flowers and a profusion of tiny white ribbons top the whole delightful arrangement. China cabinets filled with fine porcelain, tall brass candlesticks and white glazed porcelain ornaments, unique standing lamps with odd shaped lantern shades in bright colors adorn the room, which make the entire ensemble a most seasonable and alluring window decoration—a pleasing picture of a nuptial feast.

Many inducements for the summer colony are being featured at Rich & Fisher, Inc., 411 Fifth avenue, in delightful glass ware; refreshment sets, vases, candlesticks, comports in marvelous coloring in plain and crackle effects. Jade, Harding Blue, amethyst, celest blue and the new ambrosia are seasonable and exhilarating color tones. A very new stemware is shown; Bock Optic

(Continued on page 34)



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

**H**IS associates at the Horace C. Gray Co. gave Wilbur E. Pomeroy, manager for the concern, a great welcome, when he returned to his desk at the firm's salesroom in the Fifth Avenue Building on Monday, after an absence of several months recuperating from a nervous breakdown. Mr. Pomeroy was apparently never in better health than he is at the present time. He says the only thing which he has to worry about now, is to find a belt big enough to go around him. Since he registered 211 pounds the last time he stepped on the scales during his recent sojourn at Atlantic City he says it embarrasses him to even look a scales in the face.

## Messrs. Wise Add Another Line

David L. Wise & Charles L. Wise, whose salesroom is located at 10 West Twenty-third Street, have just acquired another line for representation in New York and adjacent territory, being the Hispano-Moresque ware, made by The N. O. Cederborg Co., Aurora, Ill. The line consists of a complete assortment of unusual utilitarian articles, sets, etc., in fine lustre and metallic glazes, which are quite above the average. The first assortment of samples are now on view at the Wise salesroom.

E. B. Koscherak of Koscherak Bros., sailed on the *Berengaria* on May 30th, for a ten-weeks European trip to arrange for new lines and attend to other special business for the firm.

Chris. Hauser, traveler for Paul A. Straub & Co., is back at headquarters after making a trip to the coast. This was his initial tour to the far west for the firm.

Lawrence Kinet of the United States Glass Co.'s export department returned to the concern's New York office on Tuesday, after making a several weeks' trip to Cuba in the interest of the concern.

D. King Irwin has made a very advantageous change in the arrangement of his salesroom in the Fifth Avenue Building. The sample lines of the National China Co., The Paden City Glass Mfg. Co., Geo. W. Murphy, etc., have been rearranged completely which greatly adds to the attractiveness of the display.

J. C. Kelly, factory superintendent of the Cambridge Glass Co. left for home Friday night after a three days' visit in New York principally for the purpose of consulting with New York manager, Alex. Menzies.

"Lou" Carter, china, glass and housefurnishing buyer of N. Snellenburg & Co., Philadelphia, Pa., who recently returned from a trip which took him around the globe in the interest of buying for his departments, merely stopped off here however, as he came back from India by way of San Francisco without making a stop in England as he expected. Consequently he sailed for England last Saturday and further travels will keep him away from the store for another three months.

## C. W. Neyhard to Open New China and Glassware Department

C. W. Neyhard, who for some years was in charge of china, glassware and housefurnishing departments, for the china, glassware and housefurnishing departments, for nation was published in a recent issue of the CROCKERY AND GLASS JOURNAL, is about to launch out in business for himself. He has consummated arrangements to open a china, glassware and housefurnishing department which he will conduct under his own ownership in the firm of the A. Polsky & Co., Akron, O. He spent last week in the New York market placing his initial orders. Mr. Neyhard is one of the best posted buyers in the business and is very popular in the trade. He will have the best wishes for his success of a wide circle of friends.

## J. Kornfelder to Marry

Announcement has been made of the approaching marriage of "Jake" Kornfelder, buyer and manager of the china, glass and housefurnishing departments of the Kaufmann & Baer Department store, Pittsburgh, since the business began, and Miss Gene Berry, socially prominent in the Pittsburgh district. The wedding will be an event of June 29, and a wedding trip will include a journey to Atlantic City and other eastern cities and summer resorts.

The announcement will come as a great surprise for "Jake" was looked upon among his many friends in the trade as a confirmed bachelor and absolutely immune as a target for cupid's arrow.

Mr. Kornfelder came to Pittsburgh from the Siegel Cooper store, Chicago, where he had been in charge of the housefurnishing department for years. He first assumed the management of the same department of the Kaufmann & Baer store when it was opened, and then when Leon Moses retired from the china and glass department, Mr. Kornfelder assumed the merchandising end of that also. He only recently returned from his twenty-second trip to Europe.

## The National Merchandise Fair

With the first National Merchandise Fair to be held in this country to take place in New York's Grand Central Palace three weeks in August, from the 7th to the 25th inclusive, America takes a decided step forward toward ever-increasing commercial importance. The Fair, which will be held at least annually and possibly every six months, will provide a meeting place for merchants and buyers from all parts of America and foreign lands, to display that which is most novel and most admirable in manufactures and to make sales which will increase their prestige as well as their business; sales which will give the manufacturer knowledge of what lines to continue, what to increase and what to discard.

All that is woven or fashioned for use and adornment and, in addition, all that is sold in the modern department store, is to be displayed at the Fair. Four floors of the immense Grand Central Palace, each floor more than a square city block in area, will make the Palace a mammoth department store for those three weeks.

The Fair, however, is not to be open to the general public but to the merchants and buyers only. It is essentially a business man's market place and as such must be devoted entirely to his interests. Thousands of manufacturers of America, from the most pretentious to those of small financial importance, will send their wares to New York for the inspection of merchants from American and other centers who will find at the Fair a remarkable opportunity for careful and studied selection. Because the Fair is to be open three weeks, no buyer need select in a hurry, but will have before him, for his examination, all that is most representative of the American merchandise industry and from which he may take what is best suited to his clientele.

Not only is the Fair to be a convenience for buyers, but it will also be something of an educational institution for authorities on various points of merchandising, such as merchandising methods, trade prospects, etc. Will give talks on their respective subjects at the meetings to be held during the three weeks of the Fair. Exhibitors will be limited in space so that one exhibitor will not compete against the other with undue advantage.

The Fair will be open daily except Saturday and Sunday and the hours will be from 9.30 A.M. to 6.00 P.M. Arrangements are being made with trunk line associations for special rates for those who wish to attend.

## Toy Orders Lagging

Discussing the current toy situation, an important sales representative recently said, "Current business is practically at the lowest level for some time. The domestic manufacturer is hard put to it because of lack of orders for immediate delivery, many having looked for a pronounced improvement about this time. It seems, from present indications, that no great increase in orders can be expected until August or September.

"German toys are providing most of the interest at present. A large number of American buyers went to Germany to make heavy purchases, but it now seems

that, excepting those who virtually pulled their orders from the shelves; many will be disappointed in delivery. The stronger importing houses with their excellent connections may secure as much as 80 per cent. of the orders they placed, but for the smaller importer this percentage will be very much lower."

## Buyers in New York

MAY 25, 1922

L. J. Wagner, toys, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

L. M. Keller, basement mdse. manager, Kaufmann's Dept. Store, Pittsburgh, Pa., 1261 Broadway.

F. J. Miller, china and glassware, G. Sommers & Co., St. Paul, Minn., 395 Broadway.

MAY 26, 1922

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 Fourth Avenue.

H. G. Chamberlain, toys, etc., S. F. Iszard & Co., Elmira, N. Y., 404 Fourth Avenue.

L. B. Leftevich, toys, L. B. Leftevich, Greenboro, N. C., Herald Square.

MAY 27, 1922

F. S. Bixler, mdse. manager, F. S. Bixler & Co., Easton, Pa., Martinique.

C. W. Eastman, mdse. manager, B. Nugent & Bro. D. G. Co., St. Louis, Mo., Affiliated Retail Stores, 1372 Broadway.

J. B. Wright, representing W. H. Wright & Sons Co., Ogden, Utah, Pennsylvania.

MAY 29, 1922

F. P. Ford, toys, Scruggs, Vandervoort & Barney, St. Louis, Mo., 225 Fifth Avenue, Pennsylvania.

J. Rosenbaum, general mdse., Rosenbaum Bros., Uniontown, Pa., Claridge.

J. A. Waterman, toys, Maas Bros., Tampa, Florida, 1150 Broadway, care Baer & Lilienthal.

MAY 31, 1922

H. W. B. Johnson, basement genl. mdse., Steele Smith D. G. Co., Birmingham, Ala., Martinique.

W. M. Sporborg, general mdse. manager, D. B. Loveman & Co., Chattanooga, Tenn., care Baer & Lilienthal, 1150 Broadway.

R. J. Peterson, house furnishings and toys, Alms & Doepke Co., Cincinnati, Ohio, 350 Broadway.

Mr. Ford, toys, Scruggs, Vandervoort & Barney, St. Louis, Mo., 225 Fifth Avenue.

H. Schwartz, house furnishings, Schwartz Bros., New Orleans, La., 60 Worth Street (White & Pardee).

## Business Briefs

Best Made Mfg. & Sales Corp., has been incorporated in New York to deal in household wares. Capital, \$10,000; incorporators, C. J. and M. J. McCarthy.

The Roger Davis Co., South Paris, Me., has been organized with a capital of \$30,000 to conduct a department store. Roger Davis, South Paris is president of the new concern.

M. J. Ehrlich & Co., who operate a 5, 10 and 25-cent store at Chester, N. C., have opened a second store at Charlotte, N. C.

The Ohio Toy & Stamping Co., Cincinnati, Ohio, has been incorporated, with a capital of \$10,000, by A. D. Kletzkin and William Morrison.

The Amos M. Hansen Co., Washburn, Wis., are planning to open a large general department store in connection with their furniture store.



# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMERMAN, REPRESENTATIVE

TERSE NEWS OF  
THE INDUSTRY IN  
THE EAST LIVER-  
POOL DISTRICT

PITTSBURGH AND  
EAST LIVERPOOL  
OFFICE

215 WEST 6th ST.  
EAST LIVERPOOL, OHIO

WHILE some pottery plants in the East Liverpool district are known to be working on practically normal schedules, some other shops are falling below this scale. The current situation is declared to be due solely to the coal strike, and attendant industrial differences which prevail throughout the United States. Summing up the situation as a unit, production within the East Liverpool district is said to be on a basis ranging from  $66\frac{2}{3}$  to 75 per cent. Practically all of the larger plants are working on a basis of about 90 to 95 per cent. of capacity, while some of the smaller plants are down to perhaps half time.

Joseph C. Davis, who has been making an eastern trip in the interest of the Knowles, Taylor & Knowles Co., has returned to the home office. "There is a growing tendency to buy merchandise, from all I could observe," declared Mr. Davis. "The situation is clearing and buyers certainly do seem optimistic concerning the future."

Several local pottery workers have left for Orlando, Fla., where a new plant is to be placed in operation soon, manufacturing a special line of art ware.

The referendum election for officers of the National Brotherhood of Operative Potters as officially announced shows a complete reversal of the situation as it appeared on the surface at the primary election. The conservative element continues in control, as the executive board has been returned as follows:

President, John T. Wood; secretary-treasurer, John D. McGillivray, both of East Liverpool and re-elected; first vice president, George H. Cartledge, Trenton, succeeding Frank H. Hutchins, for 20 years occupying the office; second vice president, George Chadwick, East Liverpool; third vice president, Louis Driber, Trenton; fourth vice president, S. M. Moore, Trenton; fifth vice president, Thomas E. Dennis, Trenton; sixth vice president, T. M. Woods, Sebring; seventh vice president, Frank Hull, East Liverpool. Mr. Dennis and Mr. Hull are the only new members of the executive board. It is this board which discusses wage subjects with the Labor Committee of the United States Potters' Association.

The charter of the Chittenango Pottery Co., an Ohio corporation, has been surrendered and the holdings of this company has been acquired by the Genessee Pottery Co., which manufactures a line of cooking ware in a three-kiln plant at Chittenango, N. Y. The giving up of

the charter and the dissolving of the Chittenango Pottery Co. is a mere matter of form, as the Genessee Co. has been operating at Chittenango for over a year under the management of Allan W. Surles.

William H. Tritt, for many years associated with the management and an official of the Crescent China Co., Niles, O.; has assumed the factory management of the Scio plant of the Albright China Co. For many years Mr. Tritt was associated with the Sebring pottery interests and was a former resident of East Liverpool.

Charles C. Ashbaugh, head of the West End Pottery Co., and J. M. Manor, head of Golding & Son, pottery material supply manufacturers of this district, have returned from a three weeks' holiday at French Lick, Ind., where the time was pleasantly passed upon the golf links.

Charles W. Foreman, head of the Owen China Co., Minerva, O., with several associates spent several days in this district last week inspecting local plants. It is said plans are being considered for the erection of another pottery during the current year.

Pottery machinery manufacturers here have received advices of the formation at Lexington, Ky., of the Bybee Pottery Co., with a capital stock of \$15,000. The incorporators are: Dr. W. R. Jillson, of Frankfort, Ky.; T. B. McCoun and Joseph W. Porter, both of Lexington. Mr. Porter, it is said, has been associated with the pottery industry heretofore.

A. W. Hilton, Jr., has been named as general manager of the new Clinchfield Pottery Co., which will establish a plant at Marion, N. C. Plans for the plant may be drawn by local pottery erectors. It has been proposed to manufacture a line of earthenware, flower pots and vases.

Among buyers visiting the local market late last week were Henry Von Hagel, with Sears, Roebuck Co., Chicago, Ill., and Andrew Moser, buyer of dinnerware for the Boston Store, Milwaukee, Wis.

According to information received by manufacturers in this district last Saturday, the H. P. Chandlee Sons Co., of Baltimore, Md., has been incorporated with a capital stock of \$200,000. The house is an old-time customer of the East Liverpool district, it doing a wholesale business in china, glass and allied lines. The incorporators are George M. and Theodore M. Chandlee and Jesse Englar.

(Continued on page 30)

# What's New in the Market?

Here Are a Few Answers to This Question Which Will Keep Progressive Buyers and Merchants Well Posted on the New Offerings Received From the Most Representative Sources of Supply

## Glassware of Quality and Class

As specialists in the manufacture of lead blown glassware and featuring many attractive shapes enhanced by a variety of decorations, the offerings of the Economy Tumbler Co., shown at the centrally located salesroom of Cox & Co., 120 Fifth Ave., are replete with items of seasonable interest. The display of refreshment glassware comprising iced tea, water and grape juice sets well typifies the high quality wares of this representative concern, many being especially designed to meet the particular requirements of the art and gift shop trade. Among the varied numbers which happily combine a distinctive shape with graceful ornamentation, is a deep plate etching known as number thirty-five. The pattern is a refined festoon treatment which harmonizes nicely with the clear polished crystal, reflects careful workmanship and is decidedly good looking. Another number consists of a bold spray cutting in graceful grape design with tall pitcher and quaint low footed glasses. In crackled glassware a very charming number is shown with contrasting emerald green handles, including tall and bowl shaped pitchers and handled tumblers. In colored fancies, the lovely colorings of the two-toned art ware forms a most attractive display; the blending of tints in the higher shades of topaz, amber and azure are conspicuously beautiful. Despite the delicate pastel effects produced the colors are durable for they are not painted on but mixed in the batch and are as permanent as the glass itself.

## Bonita Art Wares

A particularly attractive and varied line of art glassware in many graceful shapes and in an appealing range of colorings, is well displayed in the wares of the Bonita Art Glass Co., at the salesroom of Cox & Co., 120 Fifth Avenue. A very rich appearing number is in 22 karat gold finish in the distinctive "rock" effect, with wide gold encrusted band, in tea sets, consol sets and a complete line of stemware. Contrasting with the yellow gold is a beautiful white gold finish, in the same popular range of items. Another novelty which is conspicuous by its beauty is known as the "Iris," in iridescent rock finish with gold encrusted band, the combination making a most effective and charming decoration. A number in rich turquoise blue with gold encrusted border and a similar decoration in coral glass are also attracting attention. In "Rubina" ware a large assortment of fancies are offered in handled flower baskets, vases, compots, etc., in graceful shapes shading from a deep ruby red to the

clear transparency of the crystal glass. A combination fruit and flower set, in plain glass with gold encrusted band, a novelty shape in plain glass with medallions of flowers and decorated with gold lines and bands in bowls, etc., and a large variety of table glassware, oils, vinegars, jugs, water bottles, etc., are also being shown. The newest arrival which has just been unpacked is a Colonial shape known as "Patrica" ware. This distinctive addition to the Bonita line is in two-tone effect in soft pastel shades of orchid and blue, in satin finish, and procurable in 14 piece assortments.

## A Comprehensive Line of Glassware

American glassware in varied lines which include the firmly established items for which there is a steady demand, and many new patterns in a striking assortment of appealing effects, is the outstanding feature of the attractively arranged display of the wares of the United States Glass Company at the local salesroom, 1107 Broadway, of which E. T. W. Craig is the representative. The display of the popular "Queen Anne" pattern is a noteworthy one and proving a particularly fast mover. Made of the very highest quality pot glass in distinctive and artistic shapes, this number has won much praiseworthy comment from the trade. A full line is shown including candlesticks, several sizes of vases, ovals, salads, bowls, regular and flared nappies, boudoir pieces, etc., and a most unusual and charming urn-shaped comport with cover. In addition to the clear crystal, the same delightful pattern is offered in a rich shade of blue and in the dainty canary yellow tint. The "Aurora" line in canary blue, and iridescent crystal with contrasting decorative bands in black, including graceful compots for fruit and candy and many other desirable pieces forms another colorful display, while the "Pomona" decoration in a formal design in green, pink and blended green and orange tints on a translucent background with black feet is likewise attractive. In buffet sets the "Cumula" pattern in green cloud decorations on a translucent and iridescent background is a novelty expressing good taste with refined coloring. This pattern includes bonbons, bowls and plates in several sizes. Other items include the "Forentine" pattern in mandarin yellow, and Nile green in such desirable items as vases, salad bowls, and candlesticks, six sizes of swung vases in solid tints of blue, canary and green and many offerings in gold encrusted optic table and stemware.



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

WHILE glass factories in this immediate territory are working on very good schedules, reports are that new business is more or less spotty, according to what section one refers to. From some particular districts, managers of sales departments say that a normal volume of new orders is being received, while from other sections new inquiries are not so active as they were a few months ago. However, taking the local situation as a whole, the situation seems to be rounding to a normal stage.

After several months work, improvements which have cost upwards of \$125,000 have been completed at the plant of the Potomac Glass Co., Cumberland, Md. Because of the improvements, the company is now in a position to increase its production of tumblers and stemware. The new lines of stemware shown by this firm at the last Exposition at the Ft. Pitt by D. C. Sloan and A. A. Graeser have since proved to be among the most popular ever brought out by this firm. Improvements to the plant consist of a new ten-pot furnace with a 150-foot stack, four lehrs 196 by 45 feet and the capacity of the etching department doubled.

"We are more than delighted with general business conditions in the Cincinnati territory," declared R. W. Peterson, buyer for the house furnishing department of the Alms & Doepke Co., of Cincinnati, O., when in the district late last week. "Sales in our department are far ahead for the corresponding period of last year, and I may say that we're walking on velvet. What relates to our department, I understand holds good with other similar departments in our territory. Our manufacturing plants are working good, and people are buying. This is the third trip I've made to New York this year, and into the East Liverpool and Pittsburgh districts."

Financial reports of the Kaufmann Department store for the fiscal year recently compiled show net profits of the year of \$780,000, slightly in excess of 11 percent on the common stock of the company. During 1920 this store reported total sale around \$30,000,000.

The Clarksburg, W. Va., plant of the Owens Bottle Co., which has been idle for over a month is arranging to resume operations.

Following a ten-day idle period, the manufacturing department of the Fostoria Glass Co., at Moundsville, W. Va., has again started operations. The holiday within the factory was occasioned by a minor labor dispute.

The action of the board of directors of the Paden City

Glass Co., of Paden City, W. Va., of which David Fisher is the head, to increase the capital stock from \$100,000 to \$150,000 has been approved by the Secretary of State. Operations at this plant are on an active scale, and the new pressed line brought out in January has met with the approval of the trade.

The Maryland Glass Sand Co., Hagerstown, Md., which does considerable business with the glass plants in this territory has absorbed the Round Top Glass Sand Co., with the result that the capital stock of the company has been increased from \$75,000 to \$100,000.

Mail order house catalogs for June received by local glass manufacturers, show that seasonable merchandise in glassware is made a special feature of all issues. Such items as juice extractors, butter jars, water and lemonade sets, tumblers, both plain, etched and cut, pressed jugs and fruit containers are illustrated at great length.

According to announcement made by R. C. Faria, secretary of the Belmont Tumbler Co., Bellaire, O., plans are being worked out whereby the production of the shop will be doubled. The firm is one of the youngest in the glass business in the Wheeling district, and since the beginning it has been favored with an active order file. The addition to the plant will equal the present size of the factory.

The Corning Glass Works, Corning, N. Y., is having a new tank erected and proposes to enter the production of bulbs late in July or early in August.

In a report dealing with the industries of West Virginia, State Labor Commissioner George F. Daugherty of Charleston, W. Va., says:

"The glass industry has been quite extensive, and statistics compiled from forty-four of the larger manufacturers of glass and glass products show that there was engaged in the production 9,417 workmen whose total wages for the year 1920 amounted to \$12,998,250.79, or an average yearly wage of approximately \$1,383.00.

"The forty-four glass companies had a capital invested in grounds, buildings and machinery of \$13,841,333.90, and the value of their product for the year was \$44,008,131.73.

"The same seven plants reporting on the manufacture of chinaware for 1920 reported for the year 1921 a capital invested of \$3,204,080.90. Value of product \$7,828,640.33; 2,660 workmen were paid \$3,601,452.16 in wages, or an average wage of \$1,354.00.

# Lines to Use as Special Features



23 Pieces—Tea Pot—Sugar—Cream—6 Plates and 6 Teas

## 23 Piece Luncheon Sets

Six colorings

*Fine for Weddings*

Brighten up your stock

Wonderful Sellers

They come in

Yellow, Green

Pink, Lavender

Blue, Mother of Pearl

*Try them*

They are beautiful

**The D. E. McNicol Pottery Co.**  
East Liverpool, O.

## Kitchen Specialty Yellow Bowls

5 Sizes

6½ in. to 10½ in.

Sold as one nest

The smoothest and hardest line of  
Yellow Ware  
made in America

Complete Line

Send for Catalogue

**The D. E. McNicol  
Pottery Co.**  
East Liverpool, O.





## China Exports Increase

The figures of domestic exports just made public for the month of March, 1922, show a considerable increase in the figures for china and porcelain ware over the previous month, the increase according to the Department of Commerce reports being \$23,169. Exports of earthen and stoneware for the same periods show on the other hand, a decline, total exports (excluding sanitary and chemical stoneware) being \$84,559 as against a valuation of \$133,101 for the preceding month. Government figures for the month of March follow:

### CHINA AND PORCELAIN WARE

Countries	Table, Toilet or Kitchen Ware		Other China and Porcelain Ware	
	Pounds	Dollars	Pounds	Dollars
Belgium .....	—	—	354	800
France .....	1,831	1,800	—	—
Germany .....	134	75	69	40
Iceland .....	—	—	70	26
England .....	123	550	32	129
Scotland .....	—	—	60	169
Canada—				
Maritime Provinces ....	28	45	—	—
Quebec and Ontario ....	8,120	1,979	22,304	4,191
Prairie Provinces .....	777	373	2,250	646
Brit. Columbia and Yukon	711	165	128	46
British Honduras .....	321	41	—	—
Honduras .....	1,486	354	104	14
Nicaragua .....	93	207	—	—
Panama .....	1,771	641	100	29
Mexico .....	3,333	1,258	4,823	556
Newfoundland & Labrador	—	—	11	4
Bermuda .....	1,344	835	215	40
Jamaica .....	535	297	—	—
Trinidad and Tobago ....	—	—	25	12
Other Brit. West Indies ..	84	41	55	12
Cuba .....	7,351	1,306	903	404
Dominican Republic .....	880	414	170	90
Haiti .....	285	68	130	36
Virgin Islands of U. S. ...	615	122	110	27
Brazil .....	—	—	28	5
Colombia .....	77	25	80	17
Peru .....	265	69	—	—
Venezuela .....	—	—	20	25
China .....	58	153	363	500
Hongkong .....	225	79	—	—
Japan .....	34	52	700	4,285
Palestine and Syria .....	95	25	—	—
Australia .....	46,240	17,750	—	—
French Oceania .....	337	90	—	—
Total .....	77,153	28,814	33,104	12,103

### EARTHEN AND STONE WARE

Countries	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Germany .....	108	25	—	—
Iceland and Faroe Is. ....	—	—	20	7
Italy .....	—	—	167	475
Netherlands .....	—	—	270	42
Spain .....	—	—	12,425	272
England .....	—	—	2,217	759
Scotland .....	—	—	75	53
Canada—				
Maritime Provinces ....	1,133	135	6,300	329
Quebec and Ontario ....	1,383	460	689,823	21,803
Prairie Provinces .....	608	441	45,764	1,396
Brit. Columbia and Yukon	3,039	479	2,703	292
Brit. Honduras .....	—	—	20	2
Costa Rica .....	40	14	3,919	175
Guatemala .....	—	—	163	84
Honduras .....	1,927	486	6,336	316
Nicaragua .....	—	—	260	38
Panama .....	4,863	850	3,620	122
Salvador .....	—	—	6	36
Mexico .....	5,131	1,555	41,623	4,138
Miquelon & St. Pierre Is. ..	—	—	800	90
Newfoundland & Labrador	—	—	250	8

Bermuda .....	1,699	481	516	119
Barbados .....	—	—	123	41
Jamaica .....	—	—	102	22
Trinidad and Tobago ....	—	—	1,140	145
Other Brit. West Indies ...	24	5	640	91
Cuba .....	3,805	1,006	936,290	13,996
Dominican Republic .....	84	25	4,844	317
Dutch West Indies .....	—	—	350	13
Haiti .....	130	34	760	163
Virgin Islands of U. S. ...	155	39	12,440	294
Argentina .....	—	—	54	10
Brazil .....	—	—	27	31
Chile .....	—	—	5	30
Colombia .....	274	96	1,608	275
British Guiana .....	—	—	474	30
Peru .....	5,600	464	1,098	92
Venezuela .....	—	—	2,654	92
China .....	—	—	7,676	384
Other Dutch East Indies ..	—	—	15,410	240
Far Eastern Republic .....	425	150	—	—
Japan .....	—	—	542,390	30,350
Philippine Islands .....	509	80	3,239	265
Australia .....	—	—	475	22
French Oceania .....	66	12	278	13
New Zealand .....	—	—	1,715	208
Belgian Kongo .....	—	—	39	25
British East Africa .....	—	—	30	17
Total .....	30,993	6,837	2,351,138	77,722

## Business Briefs

J. C. Penny Co., who operate a chain of 371 stores throughout the country, have leased the Grand Theatre building, Bucyrus, O., and will open a new store as soon as the building can be remodelled for the purpose.

A. McFarlin, Elmira, N. Y., who operates a photographic studio, has broken ground for a new building adjoining and when completed will open a gift and art shop.

Will Emmert & Son have opened a 5-and-10-cent store at Little Rock, Ark.

The Frank A. Empsall Co., Watertown, N. Y., has added a Gift Shop, remodelling and outfitting the floor above their crockery and glassware department. The walls are paneled in French gray and old ivory and new lighting fixtures installed. The work represents an outlay of about \$10,000.

The Great Leader Department Store, Binghamton, N. Y., has been incorporated by J. P. and C. J. Managan with a capital of \$50,000.

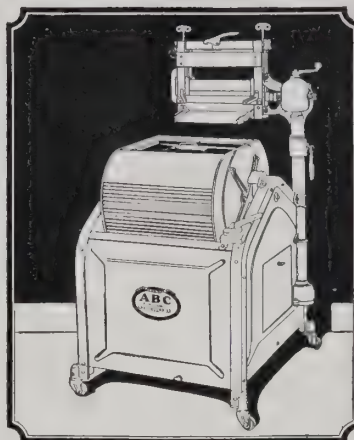
S. H. Kress & Co., has taken a twenty-five-year lease on the building at 90-94 Broad Street, Elizabeth, N. J., at an aggregate rental of about \$445,000. The company now operate 168 stores, the majority in the West.

Hens & Kelly Co., Buffalo, N. Y., have had plans drawn for the erection of an eight story department store to replace the present building at Main and Mohawk Streets. According to President Matthias Hens, every modern facility of the largest stores will be carried out.

Steels Department Stores Holding Co. has been incorporated at Wilmington, Del., with a capital of \$25,000,000 to operate stores and do a general merchandise business.

# ABC OSCILLATOR \$99-

(Retail Price)  
West of Rockies - \$105  
In Canada - - 135



**Model No. 80-E.** Full size, six-sheet, heavy copper tub. Quiet, springless mechanism. Swinging, electric wringer. All moving parts safely, yet accessibly, enclosed in handsome cabinet. Heavy angle-iron frame. Finished all over in attractive gray. Highest quality throughout—entirely up to famous A B C standards. Does anything highest priced oscillators will do. A value unrivaled in its field

## It Is Proving a Big "Drawing Card"!

There is much enthusiasm expressed over this new \$99 A B C Oscillator by those many department stores and house-furnishing dealers who are featuring it.

Not in their experience has a washer of the oscillating type proved such a splendid seller as well as so successful a drawing card.

For it is attracting many people to whom the higher priced A B C's can be sold, they find.

As it is the first high quality washer of its type and size, bearing a famous maker's name, that has ever retailed at anywhere near so low a price as \$99, it

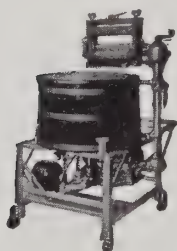
offers a great opportunity to put on a successful sale.

And there is a *full* profit on every machine for you!

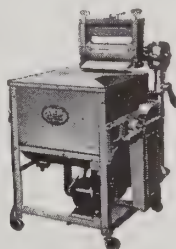
Let us tell you how to go about putting on such a sale—along the same lines already tried and proved by other dealers!

The complete A B C line includes nine models of washers, retailing at \$55.25 to \$150—and electric ironers, too. With the big, pioneer firm of Altorfer Bros. Company behind it, the A B C line offers a dealer every incentive to concentrate his selling efforts upon one make.

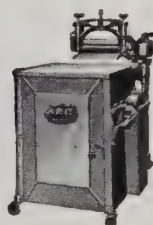
Write or wire, today!



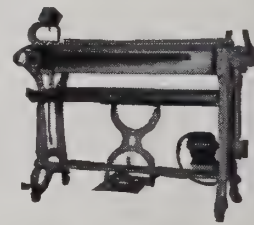
**A B C "Alco"** (dolly-type) Washers. Single and double tub. Power and electric.  
\$55.25 to \$106.25



**A B C Super Electric Washers**, semi-cabinet models. Maple or zinc cylinders.  
\$124.50, \$139.50



**A B C Super Electric Washers**, full cabinet models, are the finest on the market.  
\$135, \$150



**A B C Electric Ironers.** Equipped with motors or to be operated by ABC washers.  
\$113, \$145

**ALTORFER BROS. COMPANY, Peoria, Illinois**

*Pioneer and Leading Makers of Washers and Ironers*

New York

San Francisco

Brantford, Canada

All prices quoted are retail, east of Rockies



# In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

By BEATRICE MILLER WISNER

## Time Saving A National Habit

NOT alone are hours being conserved for recreation and labor before the setting sun, but every speed-up appliance is being thrust before the eyes of the public who are eager to grasp an opportunity to join the rushing mass of humanity in the scramble for anything that will reduce working hours in the home or public institution. Department stores are featuring every make of electric washer and cleaner by giving them a conspicuous place at the entrance of the Housefurnishing Department, where the shopper will be sure to notice these excellent work and time saving products. It is impossible for anyone who is progressive to pass by these labor savers without regarding their working principles and constructive elements. No one will refute the satisfactory results obtained from the use of the electric washer or cleaner. The whole world is tuned to the "swish" of the washing machine, and the "hum" of the cleaner. The "swish" and the "hum" are here to stay.

## A "Royal" Cleaner

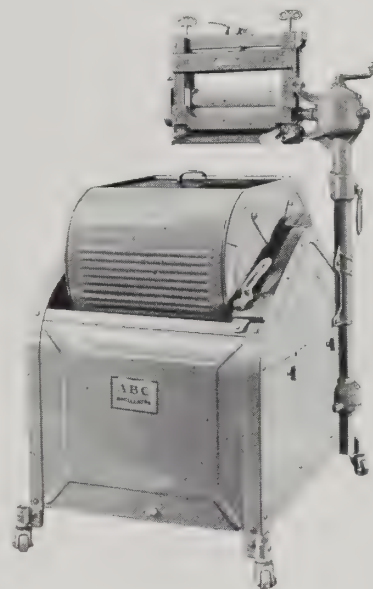
A good reputation means much to an individual and it means just as much to a manufacturer. The P. A. Geier Company, 5100 St. Clair avenue, Cleveland, Ohio, have secured through long years of experience in making Royal cleaners, the high endorsement, not only of users, but of the Rice Leaders of the World Association, of which the above firm is a member through invitation. This alone is sufficient guarantee for the most discriminating consumer. The Royal cleans entirely by air, very gently but thoroughly. By a steady current of air the floor fabric is lifted and the nap straightened, which also sucks out the embedded grit, catching as well all threads and litter. For sticky lint and for bare floors a soft brush may be attached outside the Royal nozzle. The elimination of the rotating brush from inside the cleaner nozzle, which is made possible by the Royal's high speed motor and scientifically designed fan chamber, is the last word in simplicity, efficiency and economy, establishing the "Royal" one of the most modern types of electric cleaners. The illustration shows the construction of this unusual cleaner, which has stood the test of wise and prudent housewives for years. Nothing poor can last, and



a good product is sure to protect itself through its own sterling qualities—hence the Royal stands today a peer not only in name, but in reliability and endorsed stability. There is something in a name when it spells—"ROYAL."

## A Popular Priced Washing Machine

Everyone is anxious to receive full value for money expended, and no one is satisfied with a poor return on the dollar. With the A. B. C. Oscillator, manufactured by the Altorfer Bros., Company, Peoria, Ill., there is a double return for the price of the machine, in efficiency, durability and service. This extraordinary washer is a full six sheet size copper tub. The lid of the tub is snug fitting copper, with handle polished copper finish. Heavy tinned lined copper tub; corrugated, lasts a life time.



Exterior finish "Battleship" Grey enamel. Sediment drain trap self-draining, brass outlet spout, threaded for hose connection. Interior, sanitary and easily cleaned. Frame, angle-iron absolutely rigid, has convenient clutch lever for starting and stopping washer. Cabinet, heavy "Armor" galvanized iron, inclosing all parts, including motor. This is an excellent feature as it prevents all danger of injury to clothes, children or operator. Exterior finish, durable "Battleship" enamel. Has heavy-duty casters and thumb-screw for adjusting belt. Trap door for oiling gears, motor, etc., instantly removable by turning thumb latch. Wringer is swinging, locks in any position desired, 11 inch rolls rigidly mounted, instantaneous wringer safety release, extra guard to prevent fabrics rolling around wringer rolls, adjustable drain board. Wringer control mechanism, wringer can be operator at same time as washer or separately. Positive wringer locking device, safety lugs preventing wringer swinging if operator neglects to lock it. The illustration gives a comprehensive idea of this excellent A. B. C. Oscillator washer, which has conclusively demonstrated its popular selling features through durability, efficiency and sanitation. The above concern manufactures several other types of machines equally efficient. Let your customers get the A. B. C. habit and cement their friendship.

## What the Potteries are Doing

(Continued from page 23)

Pottery manufacturers in the West Virginia district do not seem to have much difficulty in obtaining a supply of coal for kiln and boiler purposes, and a similar situation is noted in some Ohio pottery districts. However, one or two reserve stocks of coal in the East Liverpool district were exhausted last Saturday.

T. A. McNicol, head of the T. A. McNicol Pottery Co., has returned from Columbus, where he spent several days as the head of a committee from the East Liverpool Chamber of Commerce in consultation with the State Highway Department in an effort to secure additional good roads in this community.

Improvements at the plant of the Onondaga Pottery, Syracuse, N. Y., are rapidly nearing completion. Their new clay shop is ready for its equipment, while the greenware room, finishing and placing departments have been completed. Several kilns of green saggars have been fired in this new addition.

Among buyers registered in the East Liverpool district late last week were John Ling and his assistant, Mr. Mr. Forlie, with Mandel Bros., Chicago; Irvin Clark, with the Howland Drygoods Co., Bridgeport, Conn.; Harold Clark with Landsburg Bros., Washington, D. C.; W. T. Whitehead, with the Central Hardware Co., Alexandria, La.



Jug 1493/C 10—\$5.00 each

Heavy encrusted silver deposit border and cutting

## No Item Over \$5.00

JUG, COMFORT 9", BOWL 12", CANDY JAR, CANDLESTICKS, HANDLED SANDWICH TRAY, CRACKER AND CHEESE

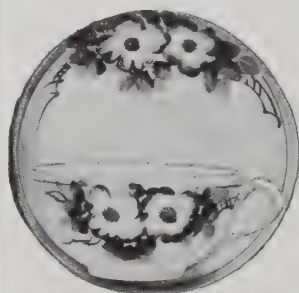
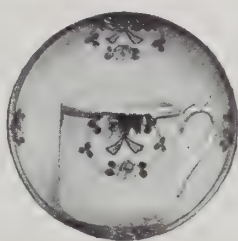
This assortment of 8 pieces for \$35.00 will bring you new, pleased customers.

## Edmondson Warrin

Established 1860

49-55 Wooster St.

New York



## "THE HOUSE OF CUPS AND SAUCERS"



Immediate Shipment  
Attractive Prices

We carry full lines of

China Ware, Housefurnishing  
Goods, Baskets, Dry Goods,  
Toys and Novelties, etc.



## TAIYO TRADING COMPANY

101 FIFTH AVENUE, NEW YORK

TAIYO TRADING CO., LTD.

79 Wellington St., West  
Toronto, Canada

325 W. Madison St.  
Chicago



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

## Chicago Pottery and Glass Show to Be Held at Congress Hotel Next February

THE Second Annual Glass, Pottery, Lamps and Housefurnishings Exhibit of Chicago will be held next February at the Congress Hotel, it was announced at the meeting of the Chicago Association last week. The success of the first undertaking encouraged members of the Chicago trade to immediately lay plans for the 1923 exhibit. Regular meetings have been held semi-monthly and the committees at work investigating the accommodations available. While the management of the Morrison Hotel, during the past exhibit was very efficient, there was some complaint that the rooms were small as an average, for exhibit purposes. The Congress was selected as an ideal place for the next exhibit, and arrangements have been made with that hotel for three hundred rooms.

The rooms to be given over to the coming exhibit of the association are particularly adapted to this kind of display, and it is considered fortunate indeed by the Chicago association, in charge of the exhibit, that so satisfactory arrangements have been made with the management of the Congress Hotel.

Fifteen hundred buyers visited the First Annual Exhibit last February and it is estimated that the total sales were over \$5,000,000. It is expected that the coming exhibit will surpass this record in both attendance and total sales.

The members of the Executive Committee handling the details of the exhibit are: John Ling, Mandel Bros., Chairman; Ira A. Jones, E. M. Meder, Earl W. Newton, Harry Von Hagel, and Clyde W. Reasner.

The next regular meeting of the association will be held at the Morrison Hotel, at noon, June 9.

The Uneak Dinner Favor Co. of New York is one of the concerns who recently reserved a room for the Chicago Gift Merchandise Show to be held at the Palmer House, August 7 to 13. Room reservations are coming in rapidly and it is possible that the two floors of the Palmer House reserved for the event will not be sufficient to hold all those desiring to show their lines.

S. P. Skinner, who has been associated with Manning, Bowman & Co. for ten years, and for the past four years manager of their Chicago office, returned to New York last week where he will take up new work as a manufacturers' representative. Mr. Skinner has secured the representation of Pearson-Page, Ltd., and Hillsouston Co. of Birmingham, England. He will maintain show rooms in the Canadian Pacific Building at Madison and 43rd streets, where he will manage the sales of these two con-

cerns for the entire United States and Canada. The Pearson-Page line includes reproductions of period metal ware, antiques in brass and copper, while the Hillsouston Co. make reproductions of Old English Cut Glass, Sheffield plate on copper and china tea sets. Mr. Skinner is very popular in the Chicago trade, and is better known as "Oty."

Paul Richter, Inc., is now located in new display rooms in the Masonic Temple. They gave up their former location in the Shops Building the first of May, and their new display is just being completed with new fixtures, mirrors, tables and velvet drapes and table coverings. The location is a very pleasant one overlooking Lake Michigan.

Mr. Renshaw, manager of the Chicago office of the United States Glass Co., reports business generally good during the past two months. "The demand," he says, "is good for fancy and colored glassware as well as the staple lines."

I. E. Mincks, manager of the Chicago office and secretary of the Albright China Co., returned from Scio, where one plant of his pottery is located, to Chicago last Monday. W. T. Darden, manager of sales for this company, left for a business trip shortly after Mr. Mincks' return.

John Ling, buyer for Mandel Brothers, is visiting factories in the East but is expected back in Chicago early in June.

John S. Ward, Heyworth Building, manufacturers' representative, has organized a company to be known as The John S. Ward Co., Not Inc. Further details have not been announced.

The annual Chicago Furniture Exhibit will open in the Furniture Exhibit Building, 1414 S. Wabash Ave., on June 19 and continue for one month. The business meeting of the National Wholesale Furniture Association will be held at the Congress Hotel, June 20. These events are expected to bring many crockery and housefurnishings buyers to Chicago, as they have done in past years.

Mail order business is coming back. Montgomery Ward & Co., one of the largest mail order houses in the country, reported an improvement of 15 per cent in May sales over the same month a year ago, with the volume of sales gradually increasing. Better times are on the way when the farmers begin to buy, such as indicated by this sales report.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

Visit the  
**PALMER HOUSE**



And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East  
Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
decorated.  
Aluminum for special sales and high  
grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear. 4700

**E. M. MEDER**  
17 North Wabash Avenue  
Chicago

*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**  
Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.

*Representing*  
**MERCER POTTERY CO.**, manufacturers  
of Quality Dinnerware and Hotel Ware.  
**IROQUOIS CHINA CO.**, manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and showroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
Chicago)

**FRENCH CHINA CO.**

*Office and Display Room*  
136 West Lake Street

**KAY BEE CHINA WORKS**

*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

**HEYWORTH BUILDING**  
Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

The John S. Ward, Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shades

Your "sales message" in this space  
will bring new business.

**THE McANULTY CO.**

Aluminum for special sales  
Copper and nickel plated ware  
17 North Wabash Ave.

**FOSTORIA GLASS CO.**

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware, Harry G. Dalzell  
Pressed and Blown Phone  
Etchings, Cuttings Central 3497.  
and Iridescent.





# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## LIN-O-LITE SHADES

An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

**VOLKMAN & CO.**  
3223 W. Lake St.

## THE UNITED STATES GLASS CO.

Room 409, 30 E. Randolph Street  
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

## THE ALBRIGHT CHINA CO.

Plants: Carrollton and Scio, Ohio

Main Sales Office, Palmer House  
Room 25. Phone Dearborn 2213

W. T. Darden, Mgr. Sales, in Charge  
I. E. Mincks, Secty.

## THE LIMOGES CHINA COMPANY

Represented in Chicago by

**JOHN G. EDMUNDS**  
1319 Michigan Ave.

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.

While in Chicago Visit

**STETSON CHINA CO.**  
1535-37 S. State Street  
Phone Calumet 0876

We are prepared to make immediate shipments.

## Ira A. Jones Co.

17 North Wabash Avenue  
Chicago

### Announces

their removal from 17 North Wabash Avenue to more commodious quarters in

**The Burley Bldg.**  
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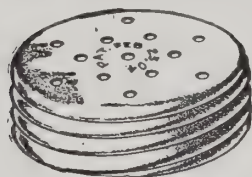
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## News from the Retail Stores

(Continued from page 20)

crystal, which is extremely desirable for summer use, frappe glasses, ice cream dishes, sherbet and wine glasses are among the seasonable designs in attractive shapes. A full assortment of American and English porcelain dinner sets with floral and conventional designs are attracting much attention, through pleasing borders and gold rims, appropriate for any occasion. Wedgewood, Copeland, Adam are always in good taste and especially desirable for Spring brides, and the less expensive American wares are very popular. Many art objects, porcelain birds, clocks, majolica ware in attractive models are at once recognized suitable wedding and anniversary gifts. The entire collection is a noteworthy demonstration of artistic taste and exquisite workmanship in both imports and domestic wares.

## Pass Along the Saving

(Continued from page 17)

ADVOCATES AGGRESSIVE ADVERTISING

We believe profoundly in the power of advertising. During 1921 we doubled our advertising over that of the previous year. Yet so greatly did our sales increase as a result of our advertising and aggressive merchandising that our advertising percentage for 1921 worked out to be less than 3½ per cent of our total business. This percentage was no higher than that of 1920, and we confidently expect that for 1922 it will be lower still. One of the best strokes of merchandising which we executed during 1921 was our "No Profit Sale," during

October. This attracted nation-wide comment. When we went to the manufacturers and jobbers, offering to buy merchandise then on their shelves and sell it at exactly the price at which they sold it to us, with nothing added, some of them scarcely believed our proposition. However, when we explained that our fundamental purpose was to do our part in starting the wheels of business, we found the manufacturers more than willing to meet us half way. In the effort to put dollars to work making jobs for the unemployed men, we were talking a language understood by every manufacturer who sincerely wanted to help conditions.

## GAINED BY "NO PROFIT" SALES

When the sale started, this merchandise was designated by a special price ticket so that the customer could distinguish the "No Profit" merchandise from our regular stocks. In the meantime, large display advertisements were carried daily in every Brooklyn newspaper. The success of the sale was instantaneous. The \$500,000 worth of merchandise purchased was sold within the week at exactly the price we paid for it. Apparently we suffered a loss—at least it cost us our store operating costs, practically \$50,000, just to buy, sell and deliver this amount of goods, for which we received nothing in return except tremendous good will from our customers.

However, there is another side worth considering. First, we sold at least as much of our regular merchandise as we should have expected to sell had the "No Profit Sale" not taken place. Second, we rendered a service to our customers and to industry. Third, we increased the purchasing power of many who would otherwise have been idle, and the success of every store depends upon the purchasing power of the public. Fourth, and very important, we built a store prestige both local and national unequalled by anything we had done in the 46 years of our existence. Many stores throughout the country adopted this idea and held "No Profit Sales." A good many others, we must confess, denounced it as a certain step in the direction of ruining the retail business. But we gained much and lost nothing in the sale. Neither, as nearly as I can learn, did our local competitors. They tell us that the enormous crowds which attended daily helped them too.

Our sales quota for 1922 calls for a large increase over 1921. We are not discouraged because many people say this is unattainable. We firmly believe that the principles and methods which we have tried and proved by past experience, the principles I have described in this article, will bring us as successfully to our 1922 goal as they did during 1921.

## Early American Glassware

In a recent exhibition at the Anderson Galleries, New York, of American antiques were glass pieces credited to John F. Ameburg, who operated a glass factory near Fredericktown, Md., in 1789. Among the pieces shown were sapphire-blue vases, a set of decanter and glasses in olive green, and case bottles with floral ornaments.



ESTABLISHED IN 1874

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# Crockery and Glass Journal

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## AS THE EDITOR SEES IT TAKING YOUR CUSTOMER'S MEASURE

EFFICIENT service cannot be well given unless you know beyond the shadow of doubt, exactly what your customer desires. This may be considered as the first step in successful selling at retail. It implies the taking of the customer's measure—the sizing up of customers with the idea of finding out facts which will assist in making the sale to the customer's entire satisfaction. If a salesperson is to be more than a mere man lead pencil, it is quite plain that the salesperson's greatest usefulness lies in the ability to help customers make a satisfactory selection of merchandise. This is not always an easy matter to accomplish. It would be the customer clearly stated what is wanted. But this is usually not the case and as the customer is not definitely certain what she wants, it should be the duty of a good salesperson to assist her to choose a satisfactory purchase, quite as much as to make a good sale. This can be done by discovering all the facts in the case.

MOST of these facts are psychological and include the customer's characteristics, habits and prejudices. Some customers come into the store alert and business-like and want to be shown goods promptly and quietly. Others are friendly and will be better pleased if the salesperson takes a friendly interest in their purchases. This classification of shoppers includes a very large number of best customers, while the customers with bad tastes form the minority of patrons of the average store. But there are enough customers in all classes to make it well worth while to differentiate between them. It will make the work of selling goods and pleasing customers comparatively easy and more agreeable and save considerable time. By taking the trouble of sizing up customers the salesperson avoids such common mistakes in judgment as trying to sell ultra goods to conservative

patrons and to talk to customers who prefer to be served without conversation, and so on.

THE sale itself may be utilized to make a thoroughly satisfactory transaction. By noting the attitude of the customer the salesperson can, with but little effort, discover why this or that article is preferred. This sizing up by observing certain prominent characteristics, makes it comparatively simple to determine what will give the customer the most satisfaction. And having a fairly good idea of what the customer wants, the sale is quickly made, as any well stocked store can usually supply it. But, even granting the store does not carry the exact item desired, it is often possible for the observing and efficient salesperson to show the customer something else which will give equally good satisfaction.

SIZING up customers is one-half but not the whole thing. The salesperson should study customers solely with the idea of finding out facts which will make it easy to handle the customer and by pleasing her make a favorable impression on the buyer's mind and influence her to become a regular patron of the store. To accomplish this, every salesperson should use the information gained to increase sales and gain satisfied customers. Salesmanship is an interesting guessing game. Just that. And many of the most successful people in retail selling find it interesting to study customers in this way and make a kind of mental wager that they can size up the customer at the first glance. This is a good idea, for it makes the work of selling in the store less irksome and through its practice a very high order of selling ability is developed. The majority who have achieved success in practically every line of human endeavor have looked upon work as a pleasure and finding pleasure in their work have done it remarkably well.

# When the Wife Charges It

Some Complications Which Credit Men and Merchants Are Up Against and Reasons Why There is Variance of Practice in Telling Husband of Account—How Some Stores Are Meeting the Problem

ONE of the questions that is being raised more and more frequently by credit managers for retail firms is whether a man should be notified when his wife opens a charge account. The replies to this question indicate that there is no criterion as to what constitutes good business practice in this regard. However, according to a well-known member of the Associated Retail Credit Men of New York City, Inc., there are several reasons why the husband should be notified.

In the first place, said the credit manager in question recently, good business demands it. Secondly, the husband is entitled to it, not only as a courtesy, but as a right. Further than this, notification really works to the advantage of both the store and the customer in the long run.

The husband is entitled to notification as a courtesy. His wife having opened the account, the store is presumably a convenient journey from their residence, and therefore should be a convenient place for him also to make purchases, with a resultant profit to the store. He is entitled to it as a right, since, except in the few cases where the wife has independent means, the husband's resources or earnings are those from which the store's bills must be paid. Therefore, if the store expects him to pay the bills, he is entitled to a notice that an account has been opened on the strength of his credit.

When a man requests that an account be closed, the store does not question his right to close it and will not attempt to continue charging the wife, except on her own financial resources. If, therefore, the husband has the right to close the account he should certainly first be made aware of its existence. A few of the so-called advanced women take exception to this, on their theory of equality, but it should be remembered that the man is more often the producer and that the law compels him to pay his wife's debts. It does not, however, compel her to pay his debts.

In a recent case, a woman applied for credit and questioned the justice of having purchases withheld until the store received the approval of her husband, a Major in the United States Army. She claimed to have an earning capacity as a writer and professed to feel humiliated on being considered dependent upon her husband. It was pointed out that her earning capacity was merely a vocation that she had the privilege of discontinuing at any time, in which case she would be dependent on her husband's earnings. It was further shown that he was responsible for her purchases but that, as she was not responsible for his, there was no obligation on her part to continue earning. As a matter of fact, the Major did not approve the account, and subsequent events proved it a bad risk for the store which opened it.

About 12 per cent. of the present marriages in the United States terminate in the divorce courts, which percentage is considerably increased by eliminating a considerable section of the population whose religious beliefs will not countenance divorce and a large number too poor to assume the expense of litigation. The percentage has been increasing steadily for the last fifty years, and shows no signs of diminishing.

Prior to legal proceedings of this nature being brought, the husband is none too well pleased to pay bills incurred by his wife, and many losses are sustained through the husband's successful denial of his liability for purchases so made, either by showing them as extravagant purchases and not necessities, or by denying the wife's right to pledge his credit and proving that she received an adequate allowance from him.

The most satisfactory method of notification appears to be to inform the husband of the opening of the account as if it were a regular routine matter, sending a signature card, if customary, and mailing it to his office when there is any reason to doubt his consent. Whether purchases should be held until his acknowledgment is received or whether, if no acknowledgment is received, the matter should be followed up with him is an entirely different question, the point being that the store, in notifying the husband, has given him the opportunity to disclaim responsibility if he does not care to assume it.

The opposition to notification, on the part of the wife or husband, is apt to be on the theory that the store should know that everything in their domestic affairs is perfectly harmonious. Such knowledge was usually available in the old days, when the basis of the charge was a knowledge of the customer's finances obtained from neighborhood gossip, etc., and when most of the owned wealth was in land or in old-established businesses. Since that time, however, conditions have changed so completely that it is impossible for people to know the financial standing even of their next-door neighbors. Sources of incomes are hidden so completely with the ownership of industrial and Government securities, and cities are so much larger that, instead of it being a rule for the owner of the store to know his customers, it is now the exception. The friendly relation is replaced by the business relation, and the opening of accounts should be conducted on a strictly business basis.

In conclusion, it might be added that experience has shown that, by notifying the husband, litigation is avoided and losses also. Recent court decisions make it more and more dangerous to charge a married woman without first giving the husband an opportunity to give or refuse his consent to the opening of the account.



The negative side of the question was also presented clearly by a member of the association, who said:

A married woman who opens an account at a retail store in her own name may do so for several reasons. She may not care to have her husband know what and where she buys, especially when she has independent means or an income of her own. In many instances, the husband gives his wife a monthly allowance, with which she has a right to purchase whatever and wherever she cares to. In such cases, naturally, the wife may resent the interference of the store with her private affairs if it should notify the husband of the opening of an account with her.

Under the law, the husband is responsible for all contracts made by his wife if they are for the necessities of life, and it is up to the court to decide what constitutes them in each individual case. While there are a few stores that have adopted the policy of notifying the husband, the majority of them do not pursue this policy. In most cases, the attitude is taken that it is not fair to the credit seeker to communicate with her husband unless there is a special reason for doing so.

If a woman has means of her own, or has an independent income, she is entirely responsible for the debts and obligations assumed by her. Time and time again, credit men receive letters from a bank like the following:

Gentlemen—We have your inquiry of the 10th inst. as to the financial responsibility of John Jones, and beg to advise that we have the account of his wife, but not his.

This indicates that the wife is keeping her money separate from her husband's and, no doubt, has a right to use it as she desires. Why, then, should her husband be notified if she opens an account?

### Better Business and the Evidence

Business is entering a period of rapid recovery and constructive return to normalcy, is the cheery message contained in the bulletin of the Philadelphia Reserve Bank as of May 31. In taking a very optimistic view of the business outlook this institution points out that, "not since the beginning of the economic readjustment period, have the replies of our correspondents been so unanimously hopeful and cheerful in tone. We do not wish to be interpreted as saying we are entering an industrial millennium. What we do wish to say is that we are more firm than ever in the belief that business is entering a safe, sane and constructive return to so-called normal." To support this view the report quotes opinions of business men in part as follows: The president of a large glass company in Pittsburgh says, "I have just returned from a tour of inspection of our factories, which has taken me into several sections of our country. I was impressed not only with the actual improvement in business but with the most optimistic expressions of sentiment that I have heard for the past two years." From a well known business man of Cleveland: "If it were not that I would appear unduly optimistic, I think the tone of my letter this month would be so different from those of the last eighteen months that you would think I had been indulging in some kind of forbidden fruit." From the vice-president of a large Toledo bank: "Gen-

eral business conditions have improved quite decidedly during the past month; so much so that some think the improvement is only temporary and cannot possibly hold up." In supporting these favorable opinions the Reserve Banks give some good evidence, of which we print but a part, as follows: In Akron 72,000 men were needed to turn out the tires produced before the depression. Today 77 per cent of this former production is being turned out with 27,000 men. That the month of April broke all previous records for the amount of construction started, according to the F. W. Dodge Co. That a joint estimate of the U. S. and Ohio Departments of Agriculture, is that the wheat crop of Ohio will be 13,200,000 bushels larger than last year. That one of the largest manufacturers of motor trucks reports orders for April exceeding April of last year by 50 per cent. That there has been an increase in the 4th Federal Reserve District in savings deposits of over \$4,500,000, and a like increase in commercial deposits, or a total of nearly \$10,000,000. This is the combined report of 85 selected member banks for the last thirty days ended May 10. We believe a good many of our readers will read this as a matter of course, for we believe the evidence of business recovery has been fairly well reflected in our "How's Business" columns each week for some time.

### How's Business?

Taking a broad view of the business situation we find that steady improvement continues and there is much less disposition on the part of business men to question the progress made. The Federal Reserve Bank of St. Louis reports that a decided turn for the better has occurred during the past month in the Middle West, and Bradstreet's survey for the current week says that events are mainly favorable and that failures during May show the smallest total since last September.

#### IN THE EAST

In New York activity in the crockery and glassware markets was somewhat slowed up by the holiday of last week, but business is generally considered to be about as good as could be expected, everything considered. There is uncertainty with regard to the tariff and bonus situations, and the deflation of wages is another factor to be considered, all of which effects merchants in every line. With trade entering the in between season zone, the local market is not unexpectedly quiet and better buying by stores is reported, both in the metropolitan area and outside. In Boston, business, while spotty, continues to show gradual improvement and collections, while slow, are improving. Newark reports improvement, unemployment is decreasing and collections are better. In Buffalo general business is improved, retail trade is better but the buying public are still conservative. In Pittsburgh steel trade leads and retail trade compares favorably with a year ago, but collections are slow.

#### IN THE WEST

In Chicago general feeling is optimistic and merchants are looking forward to a big business this week with pre-inventory sales a feature. Retail trade and mail order

houses report larger business, steel production is at 86 per cent. and collections are more satisfactory.

Cincinnati reports that most large stores report improvement and small stores say business is fair, and collections are fair. In Cleveland business is better, more building is being done, retail trade is picking up and is classed as fair, while collections are a little better. In Evansville retail trade is fair and collections are slow. Kansas City reports retail trade as fair, manufacturing shows improvement, but is still below normal and collections slow. In St. Joseph business shows steady improvement, merchants holding semi-annual "Dollar Day" sales did a good volume of business. Manufacturing is fair and collections good to slow. St. Louis reports business considerably better and retail trade much improved, with collections improved. Milwaukee reports improvement in retail trade, employment situation better, building outlook more favorable and collections somewhat better. In Minneapolis manufacturing is slowly coming back, retail trade is satisfactory and collections are a little improved. St. Paul reports continued improvement in all lines, mail order business is good and general merchandise, crockery and glassware men report increasing sales and good prospects. Collections are fair. In Des Moines trade is fair, manufacturing holding its own and collections slightly improved. Omaha reports trade as fair and collections fairly good.

#### IN THE SOUTH

In Baltimore manufacturing and retail trade is gaining and southern buying and collections show considerable improvement. Charleston reports that retail trade is helped by cut-price and auction sales, building is active and collections somewhat improved. In Chattanooga department stores continue to feature cut-price sales with good results, and collections show improvement. Nashville reports retail trade fair, building active and collections slow. In Atlanta improvement is seen, but collections are backward, but indications point to more cash trading. Birmingham reports trade as fair, coal production gaining and collections slow. New Orleans reports trade as seasonable but little increase in turnover of merchandise and collections improved. Dallas reports slight improvement in retail trade, with collections slow.

#### ON THE PACIFIC COAST

San Francisco reports that conventions have stimulated retail trade, fruit crop good, export and shipping quiet and collections fair. In Seattle retail trade is below normal, lumber active and collections slow.

#### IN CANADA

Toronto reports retail trade fair with the public looking for bargains, flour mills are active, industries steady and collections fair. In Montreal retail trade is fair, department stores putting on cheap sales and one large store reports sales this week larger than any week in the past fifty years. In Vancouver trade and industry are improved, retail trade is good and collections are fair.

Ability to make a passable speech is like an account in the bank; a valuable asset, only it must not be drawn upon too heavily.—*Forbes Magazine*

## Department Store Sales Increase

Department store sales in the New York Federal Reserve District during April were the largest for any April for which figures are available. They were 2.3 per cent. larger than in April last year and 1.6 per cent. larger than in April, 1920, according to the monthly review of business conditions by the Federal Reserve Bank of New York. The review says:

"These heavy sales are largely accounted for by the lateness of Easter, which resulted in the postponement until April of spring purchases usually made in March. April sales were nearly 9 per cent. larger than those of March, whereas the normal seasonal increase between the two months is less than 1 per cent.

"The number of individual transactions during April was 7 per cent. larger than in April, 1921. The average amount of each transaction declined 5.4 per cent., from \$2.95 in April, 1921, to \$2.79 in April, 1922.

"New York stores showed the largest increase in sales during April, and this was sufficient to offset decreases reported by stores in other cities. Detailed figures are shown in the table that follows:

	Dollar Value of Sales.			
	April, 1919.	April, 1920.	April, 1921.	April, 1922.
All department stores.	87	101	100	102
New York .....	90	105	100	104
Buffalo .....	75	91	100	90
Newark .....	78	99	100	96
Rochester .....	75	89	100	98
Syracuse .....	85	99	100	93
Bridgeport .....	95	112	100	100
Elsewhere .....	79	92	100	98
Mail order houses...	119	137	100	100

"Stocks held on May 1 by the reporting stores, at the selling price, amounted to \$110,171,000, an increase of nearly 4 per cent. over those held on the same date last year. When price changes are taken into consideration, it is evident that the physical volume of merchandise carried by the stores is considerably larger than that held last spring. The ratio of stock to sales, however, remains lower than in 1920. In that year the amount of stocks carried by the department stores was, on the average, equivalent to four times the monthly sales, or, to put it another way, stock turned over at the rate of three times a year. In 1921, on the other hand, the amount of stock carried averaged only 3½ times the value of monthly sales, or the stock turned over at the rate of 3.6 times a year.

"The largest increase in sales of chain stores in April was made by the five and ten cent stores, sales of which were 21 per cent. larger than a year ago and the largest ever made in April. The average sales per store increased 16 per cent.

"Sales by chain grocery stores were 20 per cent. larger than last year, due largely to an increase in the number of stores owned by the reporting systems. Average sales per store showed a decline of 0.3 per cent.



## China Exports for April Decline

While the figures compiled by the Department of Commerce showed a considerable increase for the month of March, the domestic exports for the month of April reflect a falling off, the decline over the preceding month being \$12,800 in exports of table, toilet and kitchen ware, and a decline of \$4,536 for other china and porcelain, not including electrical porcelain. Figures for April just made public are as follows:

Countries	DOMESTIC EXPORTS OF CHINA AND PORCELAIN WARE FROM THE UNITED STATES BY COUNTRIES		Table, Toilet, or Kitchen Ware		Other China and Porcelain Ware	
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
France .....	.....	.....	9	57	.....	.....
Germany .....	139	75	.....	.....	.....	.....
Italy .....	8	60	.....	.....	.....	.....
England .....	.....	.....	3,542	419	.....	.....
Canada—	.....	.....	.....	.....	.....	.....
Maritime Provinces .....	870	144	50	20	.....	.....
Quebec, Ontario .....	52,072	8,886	9,062	2,581	.....	.....
Prairie Provinces .....	5,957	2,261	1,110	390	.....	.....
Brit. Columbia and Yukon .....	2,285	303	1,429	164	.....	.....
Honduras .....	.....	.....	6	5	.....	.....
Panama .....	154	38	543	166	.....	.....
Mexico .....	3,807	1,418	3,466	1,226	.....	.....
Newfoundland and Labrador .....	715	328	195	45	.....	.....
Bermuda .....	1,495	829	80	35	.....	.....
Barbados .....	.....	.....	100	20	.....	.....
Jamaica .....	245	36	74	31	.....	.....
Other Brit. West Ind. ....	36	32	70	21	.....	.....
Cuba .....	4,046	1,077	1,273	736	.....	.....
Dominican Republic .....	575	45	100	42	.....	.....
Dutch West Indies .....	.....	.....	40	12	.....	.....
Haiti .....	307	56	58	39	.....	.....
Argentina .....	.....	.....	24	69	.....	.....
Chile .....	.....	.....	10	18	.....	.....
Colombia .....	389	129	83	24	.....	.....
Peru .....	.....	.....	34	22	.....	.....
Venezuela .....	440	187	629	144	.....	.....
British India .....	.....	.....	39	109	.....	.....
China .....	20	10	.....	.....	.....	.....
Japan .....	.....	.....	576	490	.....	.....
Palestine & Syria .....	35	15	.....	.....	.....	.....
Philippine Islands .....	128	85	.....	.....	.....	.....
New Zealand .....	.....	.....	31,200	650	.....	.....
Egypt .....	.....	.....	25	32	.....	.....
TOTAL .....	73,723	16,014	53,827	7,567	.....	.....

## Mail-Order Sales

Combined sales of two large Chicago mail order houses reflect a better feeling among buyers in the agricultural regions, their business in May aggregating \$20,854,770, a decrease of 5.4 per cent. from the April total of \$22,070,000, but an increase of \$3,294,737, or 13.5 per cent. over May last year. For the five months they total \$104,740,145, a decrease of \$4,077,438, or 3.82 per cent., from last year. The leading mail order house did more business in May than in any other month this year.

## Gift and Art Exhibition Plans Progressing

Preparations for the great Gift Art Wares Association of Chicago exhibition to be held in the Palmer House the second week of August are moving along most cheerfully. Each week the list of those who have engaged space for the novel show is lengthening and the enthusiasm is increasing.

Many lamp concerns swung into line for exhibition space within the past week and their displays, according

to the tentative plans, will include some of the most wonderful novelties ever shown under one roof. The lamp men are going into it "big," as they describe it, and are evincing the same interest as the other spirited space takers.

Up to date more than one hundred have arranged for show rooms and, judging from the rate at which the number of exhibitors is being enlarged, the officials in charge of the exhibition plans are confident that the show will prove one of the most extensive in point of merchandise ever staged by gift and art men.

"It's great to see the way the Chicago men are getting behind the exhibition and the wonderful amount of co-operation that is being put into the work of completing the details," said the official in charge of the display program.

"The fact that thousands of men and women are going to be in the city when the exhibition is held because of the country-wide attraction of the Pageant of Progress on the Municipal pier is going to do much to make the show a success," said another. "The exhibition will open just at a time when the pageant of progress visitors are at their height. It means that the story of Chicago's gift and art wares is going to be told in many parts of the country."

W. C. Owen, head of the association, says that gradually the work of spreading information concerning the coming exhibition into territory outside Chicago is getting well under way. Mr. Owen is anxious to cover the greatest territory possible, in order to increase the interest among the out of town gift and art shop men, many of whom have already given assurance that they are going to attend the show.

The other officers of the organization, F. J. Bowman, president of the local pottery, glass and brass association, Malvin Flesham of the Flesham Studios and C. L. Geesey, are devoting a great deal of their time to the exhibition arrangements. They all express confidence that the exposition will have the effect of starting the association on its way to a national organization.

## Straus on the Tariff

Declaring that efficient methods of manufacture by American manufacturers would wipe away the last excuse tariff makers have for imposing prohibitive tariff rates, Percy S. Straus, New York retail merchant and vice president of R. H. Macy & Co., Inc., in a statement issued recently, urged the consumer to aid in bringing Congress to a realization of this. The high tariff rates in the Fordney-McCumber tariff bill were incorporated, he said, because the worn-out methods of some manufacturers in each industry were made the index for the industry costs as a whole, and the efficient manufacturers therefore will be permitted to profit by the differential the high rate will provide.

"We learned valuable lessons during the war on how to produce large quantities of goods quickly, economically and well. Would it not be better for American manufac-

(Continued on page 23)

## CAUGHT IN THE NEWS NET

**I**N addition to buying for the Katz & Goldsmith Store, Braddock, Pa., L. Koster has also been in charge of the "Famous Store," McKeesport, Pa., which is controlled by the same interests. Mr. Koster will have the assistance at the latter store of the former assistant to Geo. O'Hara, who recently resigned to take the buyership of the Shartenberg & Robinson Co. store, Pawtucket, R. I.

After being twenty-three years in the basement, the china, glassware and housefurnishings departments of the Strawbridge & Clothier store, Philadelphia, of which Frank Walsh is buyer, will be moved to the fifth floor. More establishments are gradually realizing the importance of giving these lines the advantage of better display space.

C. H. Taylor is paying a visit this week to the factory of S. A. Weller, Zanesville, O., which is represented by him in New York.

E. S. Curtis, of the Edw. Boote sales staff, returned last Thursday from an extended tour of the west and south. He stated business was looking up considerably in various sections visited by him.

F. W. Lorenz, traveling representative for B. Tomby, Inc., reported at headquarters in New York on Monday after making a month's trip in the interest of the firm which took him as far as Kansas. He reported a very satisfactory business.

E. W. Hammond is spending this week conferring with the heads of the Knowles, Taylor & Knowles and Geo. R. West & Sons factories which he represents locally.

Kennard L. Wedgwood by way of a little diversion is wading the streams in the Catskills this week, trout fishing.

The very attractive salesroom of John Davison, Inc., 14 Barclay St., seemed to leave little room for improvement until in the process of rearrangement, in preparation for the fall buyers, the side fixtures were partially rebuilt, to permit a more advantageous display, with the result that the place has taken on added attractiveness. What is still more important, the new arrangement will act as a decided convenience to the buyers in making their selections. The various dinnerware patterns are now shown in separate sections which are divided off by low glass topped partitions, the latter being used for the display of lamps and various odd pieces.

O. W. Clayton, buyer for the M. E. Blatt Co., Atlantic City, N. J., visited the local market this week for a couple of days, placing orders for his departments. Business he said was keeping up well.

### **Plans for National Merchandise Fair Steadily Progressing**

Office headquarters for the National Merchandise Fair to be held at the Grand Central Palace, New York, August 7 to 25, were established this week in room 648 of the Fifth Avenue Building, 200 Fifth Avenue. Floor plans showing the arrangement of spaces and complete information relative to the fair may be secured there.

As has been previously published, the idea of the National Merchandise Fair, was borrowed from the well-known European Fairs, of Leipzig, Lyons, Nice, etc., and will be devoted to general lines of merchandise, commonly purchased by department retail buyers. It will undoubtedly be the largest of its kind ever held in this country.

The china, glassware, lamps, housefurnishings, toys and gift shop goods will be located on the fourth floor. Twenty-one spaces have been allotted to glassware and lamps, eighteen to china, twenty to housefurnishings, sixteen to toys, and twenty-two to gifts. Representative concerns in each line will be invited to exhibit.

Arthur V. Rose, formerly connected with Tiffany & Co., and later with Haviland & Co., who is well known in the trade, will be in charge of securing exhibitors for these lines.

Only one space will be allowed to each exhibitor, however the spaces vary in size. Twenty per cent of the space allotted to china, glassware, housefurnishings and lamps has already been taken. A list of those who are to exhibit will not be given out for a week or ten days.

### **Friedsam to Investigate Business Conditions in Europe**

President Harding has requested Col. Michael Friedsam, president of B. Altman & Co., and chairman of the National Merchandise Fair, to make a special report to him on business and other economic conditions in Europe. Colonel Friedsam sailed from New York on the steamship Olympic Saturday. He will land at Cherbourg and will make a careful study of conditions on the continent and in the British Isles.

His tour of observation will consume several months and his report to President Harding should be full of interesting data, for he is unusually well equipped to secure information which the ordinary business man traveling in Europe would not get. At present, for example, B. Altman & Co. have twenty buyers on the other side.



Through their Paris and other offices the Colonel will have many channels for information and, as he is an unusually sharp observer himself, he bids fair to have much for the Presidents' private ear when he returns.

In the meantime Colonel Friedsam's Committee in charge of the National Merchandise Fair is now well organized and is functioning so excellently that his responsibilities in connection with the Fair will be capably discharged during his absence. Colonel Friedsam will have regular cable reports on the progress of the National Merchandise Fair throughout his stay on the other side.

### Trade Golfers to Play at Battusrol

The Battusrol links, Short Hills, N. J., should prove a strong attraction for the members of the Pottery, Glass & Brass Golf Association, when they play their second game of the season's series of tournaments next Wednesday, June 14. This is one of the sportiest courses in the country and should bring out a record crowd of players.

Hudson Tunnel trains and ferries for Hoboken leave New York at 8:00 A. M., and leave Hoboken for Short Hills at 8:20 A. M., Daylight Saving Time.

Later trains leave Hoboken at 9:15, 11:00 and 12:15.

Notice of intention to attend must reach L. S. Owen, secretary, 126 Fifth Avenue, by Friday of this week in order that caddies may be engaged. Members who are to have guests should state how many.

### Bryce Bros. Co. Make Various Changes in Sales Organization

Kirk R. Bryce will discontinue acting as traveling representative for the Bryce Bros. Co., Mt. Pleasant, Pa., and will hereafter be stationed at the plant. His territory will be taken over by Harry C. Smallwood, with the exception of New England which was taken over the first of the year by Robt. W. Corey. In addition to the above, Mr. Smallwood will also continue to cover his former territory west of Pittsburgh. In turn he will be succeeded in the New York Central and Pennsylvania territory by Myric W. Bryce. W. H. Duval is now on a trip to the coast for the concern.

### Buyers in New York

JUNE 1, 1922.

W. Dodge, china, glassware and house furnishings, John G. Meyers Co., Albany, N. Y., care Fred Atkins, 220 5th Avenue.  
H. R. Harr, china and glassware, H. P. Chandler Co., Baltimore, Md., Pennsylvania.  
W. B. Shockley, toys, house furnishings, china and glassware, B. Ivey Co., Charlotte, N. C., Pennsylvania.  
E. H. Collins, general mdse., Joslin D. G. Co., Denver, Colo., 3 East 26th Street.  
A. M. Levy, representing Levy Bros. D. G. Co., Houston, Texas, Affiliated Retail Stores, 1372 Broadway.  
R. J. Orr, china and glassware, Hager Bros., Lancaster, Pa., 04 4th Avenue.  
J. Mitchell, representing Scruggs, Vandervoort & Barney, St. Louis, Mo., 225 5th Avenue.  
Mr. Singer, lamps, La Salle & Koch, Toledo, Ohio, care A. Fantl, 116 West 32nd Street.  
Mr. Ballentine, lamps, J. L. Hudson Co., Detroit, Mich., 225 4th Avenue, Retail Research Assn.  
M. Blum, lamps and shades, M. Blum, Philadelphia, Pa., Pennsylvania.

J. McFarquhar, toys, S. Kann Sons Co., Washington, D. C., 432 4th Avenue.

JUNE 2, 1922.

P. H. Kazanjian, house furnishings, J. H. Kazanjian & Co., Newport, R. I., Martinique.

S. P. Parrish, china, glassware and toys, E. B. Taylor Co., Richmond, Va., Imperial.

JUNE 3rd, 1922.

M. H. Rich, general mdse., M. Rich & Sons Co., Atlanta, Ga., 352 4th Ave., care Kirby Block & Fisher.

W. M. Sporborg, mdse. manager, D. B. Loveman Co., Chattanooga, Tenn., 1150 Broadway, care Baer & Lilienthal.

M. Malone, mdse. manager, L. S. Ayers Co., Indianapolis, Ind., 225 5th Avenue.

B. Goldwater, general mdse., M. Goldwater & Bros. Phoenix, Ariz., 220 5th Avenue.

JUNE 5th, 1922.

E. H. Zeller, foreign toys, W. Koch Importing Co., Baltimore, Md., Imperial.

C. T. Efroymson, representing Efroymson & Wolf, Indianapolis, Ind., 120 West 32nd St. (A. Fantl).

Mrs. A. M. Steinbach, representing Steinbach Co., Asbury Park, N. J., Latham.

B. C. Caulfield, mdse. manager, Rothschild Co., Chicago, Ill., 448 4th Ave.

W. M. Sporborg, mdse. manager, D. B. Loveman Co., Chattanooga, Tenn., Baer & Lilienthal, 1150 Broadway.

A. C. Smith, china and glassware, Phillips & Buttorff Mfg. Co., Nashville, Tenn., Imperial.

J. Neumann, house furnishings, H. Neumann's Sons, Phoenixville, Pa., Pennsylvania.

JUNE 6, 1922

Arthur Reams, china and glassware, McClure Ten Cent Store, Atlanta, Ga., Imperial.

R. Wolf, general mdse., Efroymson & Wolf, Indianapolis, Ind., care A. Fantl, 116 West 32nd Street.

F. R. Wolf, general mdse., H. P. Wasson, Indianapolis, Ind., care A. Fantl, 116 West 32nd Street.

I. B. Campbell, toys, Joseph Horne Co., Pittsburgh, Pa., 225 Fifth Avenue.

Harry Roth, house furnishings, H. Roth & Sons, San Francisco, Calif., Grand.

JUNE 7th, 1922

Miss Anne McMurray, gift shop goods, Steinbach Co., Asbury Park, N. J., 105 Grand Street (J. B. Fox).

Mrs. B. Wilson, glassware, H. L. Houghton, general mdse., H. L. Boughton Store, Catskill, N. Y., Continental.

O. F. Adams, toys, The Fair Store, Chicago, Ill., 225 4th Avenue, Room 811.

W. W. Bechtold, toys, M. T. Garvin & Co., Lancaster, Pa., Imperial.

G. H. Guest, house furnishings, Jordan Marsh Co., Boston, Mass., 432 4th Avenue.

E. C. Tarr, house furnishings, E. C. Tarr Co., Boston, Mass., 1150 Broadway.

A. F. West, mdse. manager, Hens & Kelly Co., Buffalo, N. Y., care Fellows Buying Corp., 1164 Broadway.

Eugene Tanke, house furnishings, H. C. Tanke, Inc., Buffalo, N. Y., Pennsylvania.

F. Harpel, toys, L. G. Harpel, Lebanon, Pa., 225 5th Avenue.

J. Cohen, general mdse. manager, The Cohen Co., Richmond, Va., Baer & Lilienthal, 1150 Broadway.

### Business Briefs

The Tri-State Toy & Novelty Co., Brooklyn, N. Y., has been incorporated with a capital of \$24,000 by A. Gropher, C. L. Panzer and O. S. Carrmall of Brooklyn.

The S. S. Kresge Co., Rome, N. Y., have opened a new 5 and 10 cent store at 145 W. Dominick St.

Hills, Inc., Madison, Wis., are contemplating the erection of a modern three-floor and daylight basement department store to cost \$125,000, on the site of their former store which was destroyed by fire recently.

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

LITTLE if any change was noted in the business situation in the generalware pottery trade during the past week. Plant operations are continuing under reasonable schedules, which means that the larger potteries are working on about normal basis while some of the smaller units are working perhaps up to 75 per cent of capacity. In one instance an additional kiln has been ordered at the rate of two kilns per month while scattering reports from other offices show that trade conditions are gradually improving. Demand for merchandise seems to be seasonable, although many department store buyers are interested in obtaining certain lines that would be timely for special sales.

The D. E. McNicol Pottery Co. is being favored with an exceptional heavy demand for its 23-piece luncheon set and also its nested yellow bowl assortment. The former are to be had in various decorations, such as mother of pearl, green, lavender and other colors. This set consists of six teas and plates, teapot, sugar and cream. The demand for both specialties is such that particular departments handling the two lines are working to capacity.

In order to show the extent of the production possibilities of the various plants of the Homer Laughlin China Co., statistics assembled by W. E. Wells, the active head of this company, shows that every fourth cup, plate and saucer made in the universe is the product of several units composing this vast organization. The record is one of which the company is justly proud and at the same time shows the wonderful producing power of the company.

Charles L. Sebring, president of the Sebring Pottery Co., Sebring, O., was mingling with friends in the local district late last week. "All the plants in Sebring are working, and so far as our district is concerned, all I can say is that business is good," he said.

In the majority of instances, pottery manufacturers have placed their orders for decal patterns for the '23 season. These editions will not be delivered until late in the year, although sample sheets will be received in the meantime, so that the new lines can be placed in sample rooms, and with distributing agencies in due season. Conventional borders continue to predominate.

Accompanied by his wife and mother, W. L. Smith, Jr., of the Taylor, Smith & Taylor Co., leaves the evening of June 7 for a three months' trip through the

Pacific Coast territory. He will show the most complete line of decorated dinnerware ever assembled by this firm. The party leaves Pittsburgh in the private car of W. S. Brown, Imperial Treasurer of the Nobles of the Mystic Shrine, and will go direct to 'Frisco to attend the annual Shrine gathering. From there Mr. Smith will start to visit the trade, going as far south as Los Angeles, then northward to Washington and Oregon, returning via Denver and Chicago.

W. R. Renouff, salesman for the Smith, Phillips China Co., has started through the southern Ohio Valley in the interest of his firm.

Numerous letters have been received by manufacturers here from buyers, especially those associated with department stores, advising of their intent to visit the market the latter part of June. During the last week, buyers were few and far between, so far as the local market is concerned.

Records of production in some potteries in this locality for April show that production was the greatest ever attained in the history of these particular firms. By the week-end production records for May will be available, and several manufacturers are of the opinion that, while not exceeding that of April, it will be close to the mark. Stocks are not being retained in warehouses, and the movement indicates that shipments have been very active during the last two months.

There seems to be a lull in demand for good dinnerware patterns, although many firms say they have from 60 to 90 days' business on hand. The demand for white ware in many instances shows an improvement, but there are some plants which could conveniently handle more of this character of business. The slow request for open stock dinnerware is laid at the door of merchandise managers, who are holding back buyers. Instead of orders for 25 or 50 dozen of an item orders are being received for probably 10 or 12 dozen. However, such matching orders are more frequent than heretofore.

W. E. Wells, of the Homer Laughlin China Co., delivered the principal address at the East Liverpool High School commencement exercises last Friday evening.

F. I. Simmers is spending a season in the eastern territory showing the lines of the Hall China Co.



# What's New in the Market?

Here Are a Few Answers to This Question Which Will Keep Progressive Buyers and Merchants Well Posted on the New Offerings Received From the Most Representative Sources of Supply

## A Dinnerware Treatment of Quaint Charm

A new earthenware dinner pattern just placed on view this week by Justin Tharaud, Inc., 24 West 23rd Street, from Myott Son & Co., England, is one that buyers will want to investigate. It has all the elements that usually make for conspicuous success. It is known as the No. 6684 and consists of a border treatment in a French blue fancy overlay on a cream back ground with fancy oblong medallions with large clusters of fruit in a rich and harmonious color combination of reds, dark blue and green shown at intervals around the border and alternating with a quaint basket of fruit. An outside edge of orange, gives a refreshing finish, as does also a pretty figured lace like effect on the inside. The quaint charm and exquisite harmony of coloring of the pattern is quite impossible to describe.

## Wedgwood Dinnerware for the Summer Home

Josiah Wedgwood & Sons, Inc., of America, 255 Fifth Ave., are displaying various unusually striking dinnerware designs in the always attractive Wedgwood earthenware, which are particularly appropriate for the summer home and are proving especially good sellers with stores that are handling them. The Red Rhodes pattern, as illustrated in the concern's advertisement in this week's issue, immediately attracts the eye with its tasteful design carried out in brilliant, rich shades of red and blue. Others equally pleasing are the Plain Edme, Belmar, Directoire, Floral, Boston, Etruria and Cheadle—all quite different from the average in treatment. These are stocked in New York ready for shipment.

## Rustic Art Novelties

The vogue of antique effects in gift and art goods continues to indicate a big popular demand for items which reproduce the artistry of foremost craftsmen of the past, and the showing of rustic art novelties manufactured by the Art Reproduction Co., on display at the salesroom of J. Carl Underwood, 170 Fifth avenue, with Harry Sealove in charge, is a noteworthy line. Among the articles shown are book ends, consol sets, candlesticks, incense burners, jardiniers, clocks, busts, tobacco jars, trays, bowls, etc. The material is a durable composition and the designs and modeling are reminiscent of the best work of past masters, while the finishes faithfully reproduce the texture and colorings of rare and costly antiques. Seven finishes are shown, in wood, iron, pottery, gold, silver, Venetian and green and gray stone shades. One of the attractive items is in stone finish in the form

of a combination tobacco jar and ash tray with a finely modeled Egyptian head design. Another striking decorative piece is a consol set in old antique wood finish, consisting of hexagonal bowl and candlesticks with candles decorated to match. A clock consol set and a cupid consol set with cupid decorated candles to match are novel and beautiful. Smaller items include ash trays in oxidized iron finish, incense burners in Venetian, gold and bronze finishes and a variety of decorated art candles which may be purchased separately.

## New Importations on Display at Venon's

Something unusual in form and coloring and decidedly striking in design is shown in samples very recently received and now on display at the salesroom of J. H. Venon, Inc., 104 Fifth Avenue. The extensive line of the Arabia factory of Finland is a noteworthy acquisition of high quality earthenware, comprising vases, bowls, three-piece sets in a variety of distinctive shapes and charming decorative treatments. One number consists of a consol set, the large bowl of graceful proportion in jet black with an embossed fruit cluster in natural red on each side of the slightly rolled rim and with candlesticks to match. Another effective design is a vase of medium size with pinched-in top, decorated with broad black vertical stripes and several triangular flower bowls delightfully decorated with a conventional leaf and stem design in orange and green. Vases in round and oval shapes in many sizes with the soft blended colorings suggestive of Persian wares, and others in octagon shapes with bold decorations which suggest the best of the Futuristic form in design and typifying the vigorous art of the "land of the midnight sun," are also conspicuous for their attractiveness. All are hand decorated and will make a strong appeal to buyers of gift shop items in search of out of the ordinary numbers.

From the Lutece factory in France are shown new samples of enamelled glassware in a wide range of fancies in short sets and individual pieces. One charming fruit or flower bowl is of frosted glass in light green tint with design in fruit and flowers enamelled in strong colors. A covered candy jar of pale mauve frosted glass is decorated with a quaint design in blue enamel. Other items in comports, consol sets, egg sets, smokers' sets, dressing table sets, etc., are in delicately tinted frosted glass in several pastel shades and clear glass, strikingly decorated in fruit, fish and crab designs in colored enamels. A very unusual water or refreshment set consisting of tray, jug and glasses is in frosted glass of a canary

*(Continued on page 30)*

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

## GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

GLASS manufacturers and buyers seemed deeply concerned during the last week over the reduction in freight rates effective July 1. Summing the general situation, manufacturers will effect a saving in the freight on raw materials, and buyers will show lower delivery costs upon the finished product. In the latter instance, the buyer not only pays freight on the merchandise but also the dead weight of the package. So far as the trade here is concerned, the reduction is being looked upon as one of those incidents in business which will have considerable effect on future business. The saving the manufacturers will effect upon sand during a year will prove to be no small item.

In a general way, demand for glass lines continues from fair to good. Seasonable merchandise seems to be in very good request, while the specialties are showing better life. Production, however, when the entire situation is taken into consideration, is on a favorable basis, and from all present indications this will continue. Manufacturers are making very little ware for stock, according to all reports, and are operating plants mainly on orders. Salesmen are doing more traveling, and this is producing new business. Department store buyers are not ordering in large volume, but they are keeping their stocks up, and this means that new orders are in more constant receipt at the factories.

Retail buyers in the Pittsburgh district have been given the benefit of numerous anniversary sales of late, and they are continuing. The Kaufmann & Baer anniversary sale was the most successful that firm ever arranged, and now the Kaufmann Department Stores, Inc., are observing their 51st anniversary. J. H. Harris, buyer of china and glass, prepared in advance for this event, and some remarkable values have been placed on the display tables at popular prices.

Effective Monday, June 5, Boggs & Buhl, on the Northside, started their 53rd anniversary sale, and Manager Irwin, of the china and glass department, saw to it that exceptional merchandise was included in his department for this sale.

During the last week several inquiries concerning space at the Fort Pitt Hotel for the 1923 Glass and Pottery Exposition were received. This is perhaps about the earliest inquiries have yet been received. It is very likely that the policy adopted at the Fort Pitt last January of having manufacturers exhibit will be continued, and that the William Penn will be the headquarters for specialty salesmen.

Glass manufacturers in this district who have been shipping the Bry-Block Mercantile Co., Memphis, Tenn., for years, learned with regret last week of the fire loss sustained by that firm. According to advices received here, the firm suffered a loss of over \$600,000 to its stocks and about \$15,000 to its building. New merchandise is to be installed as soon as buyers can make up their want lists.

While the coal shortage is interfering with the operation of some glass factories, those in the gas belt are suffering little if any inconvenience. Several factories in the Indiana territory, so it is reported here, having reverted to the use of gas on account of their inability to obtain coal.

The new plant of the Monarch Glass Co., Wellsburg, W. Va., which is controlled by Bellaire, O., interests, has started manufacturing. A general line is being featured, together with a line of tumblers.

Charles F. Boehler has returned to his desk in the offices of the Seneca Glass Co., Morgantown, W. Va., after attending the annual meeting of the West Virginia Manufacturers' at Charleston.

A new line of colored salad plates is a late specialty with the Fostoria Glass Co., Moundsville, W. Va., and it is meeting with considerable approval. To their Colonial line which was displayed here last January a new shaped pitcher has been recently included.

Glass factories in the Jeannette, Pa., district are operating on good schedules. The McKee Glass Co. has been reporting active production while the decorated lines of the George R. West & Sons are in good demand. The Westmoreland Specialty Co. is working full time, and the Jeannette plant of the Pittsburgh Lamp, Brass & Glass Co. has been compelled to increase its output because of an increased demand.

Clyde F. Hartman, York State salesman for the United States Glass Co., is now covering his usual territory, carrying a general line.

Charles H. Coburn, manager of the Bowman glass decorating and cutting shop at Salem, O., went to Lisbon, 10 miles south of Salem, late last week with other representatives of the Bowman company to arrange for the erection of a three-story brick toy manufacturing plant. George H. Bowman of Cleveland was also a member of the party.



## Straus on the Tariff

(Continued from page 17)

turers to profit by these lessons than to ask for the erection of a prohibitive tariff wall? We have developed the arts of salesmanship and advertising, but it seems to me that our manufacturing methods lag behind. Ought not the tariff makers take such facts into consideration in building their tariff?

"Not long ago a well known manufacturer made the following reply to the suggestion that his methods were antiquated and ought to be brought up to date. 'Why should I? We have the tariff to protect us.'

"This is, of course, an extreme and perhaps isolated case. The consumer would be best protected by more efficient manufacturing methods. Why not frame a tariff for the protection of the consumer?

"It is after all the consumer who must pay the high duties which the tariff makers are proposing in the Fordney-McCumber bill. Manufacturers will be the only beneficiaries of such high tariff rates. The retail merchants throughout the country are wholly disinterested, goods which they sell are so high as the result of the proposed tariff that the consumers are forced to do without them. The consumer under the proposed tariff will have to pay 60 cents plus a profit on every dollar spent for glassware, while under the present tariff the consumer pays about 35 cents.

"The profits from such high prices will not benefit the consumer and certainly will not benefit the retailer. They will not benefit the importer or the foreign merchant. They will benefit the manufacturer here who is too unprogressive to develop his own plant. By the Fordney-McCumber method the manufacturer who can produce more cheaply will be awarded, in effect, the difference between his cost of production and the cost of production in the most inefficiently run factor in the field, plus the high tariff rate."

## Retail Research Association Meets

The forty members of the Retail Research Association, representing eighteen of the largest department stores in the United States and Harrod's of London, England, who held their second annual meeting last week at Toledo, O., concluded their sessions after a round-table executive conference. The principal topics up for consideration were group buying and the question of the best way to combat the importation of foreign goods, which were retailing at prices below the actual cost of the same articles here.

## German Toy Industry

In the very important Bavarian toy industry, Consul William Dawson, Munich, informs us, shortage of domestic raw materials has compelled manufacturers to resort in increasing measure to imported (chiefly British) tin plate. In general, the demand for toys remains good, although individual producers report decreasing

sales. The proposed introduction of an export tax on toys is viewed with skepticism by manufacturers.

## Travelling Toy Exhibit

The travelling display car of Gilbert toys has completed its tour of New York state and has started for Chicago, from which point it will proceed to the Pacific coast and return through the southern states. The car is painted bright yellow, with lettering in red and black and is decorated with pennants in the manner a ship is dressed with flags. The car is especially fitted for display purposes and is in charge of three demonstrators who explain the toys as the children pass through. The display includes all of the Gilbert line and many new members, such as a battleship 4 feet long, a Ferris wheel and trucks constructed with Erector sets and operated by diminutive electric motors are shown in motion. Radio entertainments are given on the two types of sets manufactured by the company.

## The Tariff to Date

Through an error, evidently made in making public the tariff rates to the press, we desire to correct the mistake which occurred in our June 1 issue and give herewith the approved rates passed by the Senate as follows: White China, 60 per cent, Decorated, 70 per cent; White Earthenware 45 per cent, Decorated 50 per cent; Rockingham, 25 per cent.



### Demonstrate Slipon Handle Protectors

Set the Slipon Carton on your show case, and along side it place a percolator or coffee-pot with a Slipon Protector attached. This team of silent salesmen will get business for you.

SLIPON HANDLE PROTECTORS are the fastest sort of dime sellers. Durable and good looking—completely prevent scorched handles and finger burns.

*Endorsed by Good Housekeeping and Tribune Institutes*

Order from your jobber

**Young Specialty Company**  
2224 VLIET STREET  
MILWAUKEE, WIS.



BOSTON OFFICE  
98  
MAY STREET  
NEEDHAM  
MASSACHUSETTS

## BOSTON NEWS NOTES

By

R. B. HEMENWAY, Representative

ONE of the best pieces of news to filter through to the disgusted business man for a long time was the recent reduction in freight rates, which gave the New England dealer the impression that the Interstate Commerce Commission had seen the error in the old schedule which has worked to his disadvantage. The extra one-half to one and one-half percent reduction over other parts of the United States has done more to put courage into the New Englander than anything else since the signing of the Armistice.

Retailers say there is some business but the wholesaler still finds the market sluggish, although now and then some one slips into town and places a nice order for early delivery. However, everyone is optimistic and no one in Boston takes the threatened railroad strike very seriously.

The building trades are working night and day now, particularly in Boston. As a business barometer there is nothing to compare with the railroads and building trades. Never since the years before the war has Boston seen building activity to compare with present day operations.

One of the most artistic show rooms "east of the Pacific Ocean" is the new quarters of the United States Glass Co. on the fifth floor at 99 Bedford street, which were completed last week. Unless one has been through the throes of moving little is known of the immense amount of work involved. "Murt" Lovell has been putting in more hours per day than a Chinese laundryman, planning the decorations and layout, as well as working with his hands, as occasion required. The room is about 100 by 40 feet, with windows on two sides. Four large skylights filter the rays so a soft effect is obtained. Draperies and curtains adorn the windows and for dark days eight large, indirect lighting fixtures illuminate the entire room without a single shadow. As one steps into the sales room from the corridor the impression gained is that of an art room rather than a sales room. A beautiful display of the U. S. Florentine line banded in green and yellow enlivens the flat impression of the crystal ware, while many multicolored candles add tone to the display. The Tiffin line of gold encrusted ware is also shown in all its beauty. One almost hates to mention fruit jars in the same column with a description of the beautiful show room, but Lovell is "tickled pink" with the new "Safety Seal" fruit jars received last week. There is no thread to get dirty, no metal cap to tarnish and no rubber ring to bother. The cover is sealed with a small quantity of paraffin wax. The price is also attractive.

*Twenty-four*

"Bob" Voitle, New England representative for the Pittsburgh Lamp & Brass Co., opened a display at Young's Hotel from May 31 to June 9, with a complete line of the Pittsburgh products for 1923 delivery. Buyers are apparently more interested in 1923 as a business proposition than they are in 1922, for "Bob" reports considerable interest in "futures."

C. W. Pingree, New England agent for the Taiyo Trading Company, has an exhibit of toys and novelties for the gift shop summer trade which is very complete and has excited considerable interest in the trade. Besides conventional sail boats and shell novelties he has aeroplanes and mechanical "steamboats," which actually float and propel themselves. An extensive line of Philippine dolls and sand sets will take well with the kiddies while their fathers and big brothers can amuse themselves with one of two sizes of roulette wheels. There is also an extensive line of Japanese trays, Japanese luster tea sets and artificial flowers. The usual line of lacquered boxes is also shown in several new decorations. These goods are on display at the concern's show rooms on the third floor, 99 Bedford street.

Harry Wheeler, 161 Summer St., has found it necessary to move to larger quarters on the fourth floor of the same building where he is able to show his samples to better advantage. Additions to the Maryland Glass Co. and the Lancaster Glass Co. lines as well as the Acme Art Novelties are being made from time to time, requiring greater space for display. Moving operations are being done after hours, so he is available to the trade at all times.

Paul M. Phillips, New England manager for the S. A. Weller Pottery, left last Sunday for his annual visit to the home office. He will be engaged for some time working out his plans for the new year. His friends expect him to develop something new for the fall and await his return with interest.

### New England Notes

Announcement comes of the incorporation of Mendel's, Inc., New Haven, who have organized with a capital of \$525,000, to conduct a department store in that city. Their authorized capital stock is \$625,000.



# Novelties of Beauty from Many Shops in Fascination Lane

A Page of Selected Items Gleaned from Many Dependable Sources and Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods, Which Will Attract Your Trade and Persuade Them to Buy

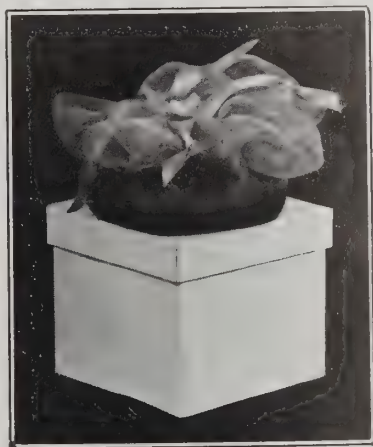
By BEATRICE MILLER WISNER

## Gifts—North, East, South and West

THE veil of love spreads over rosy month of June, sweet scented orange blossoms fringe her fleecy crown, and joy and hope hide beneath the rippling folds, awaiting to kiss away a frown of passing sorrow—for this is Brides' Month. In every small hamlet and quiet village, June speaks the bridal message and friends send their lasting tribute of affection to the one loved best on this memorial day. Whether it be a costly token or some smaller gift, there is cemented the same bond of affection. Crystal and silverware seem to have been a bride's heritage, but smaller and less expensive gifts are equally appropriate. Perhaps the very purity of silver and crystal have made these significant emblems of the day. In the gift shops there is a variety of exquisite glass objects, and small silver has a conspicuous place; trays, vases, flower baskets are some of the attractions for wedding gifts at small cost. Japanese and Chinese wares are now quite the proper nuptial tokens. Owing to the close relationship of the United States to the Far East, the popularity of the Orient is fast increasing, and the beauty of these extraordinary importations has secured them a most coveted place in the exclusive gift shop. North, East, South and West unite in harmonious giving at this season, June—Bride's Month.

## Rose Leaf Container Unique

Daintiness and fragrance is expressed in the Chiffon Rose Leaf sachet pictured above. The delicate essence of rose leaves is a fitting bridal gift, bringing sweetest odors from the petals of nature's most glorious flowers. This original and attractive perfume container is from the Carney Art Company, Butte, Mont., and has brought to the gift shop one of the pleasantest surprises in a unique rose leaf arrangement that is practical, lasting and beautiful. This dainty little bit of feminine fancy is extremely useful for the dresser, and is also a necessity for going away, when lasting perfume is needed, as it can be laid between the furbelows and laces of the fastidious bride's trousseau. Nothing could be a sweeter gift and more worthy of love's message than this little



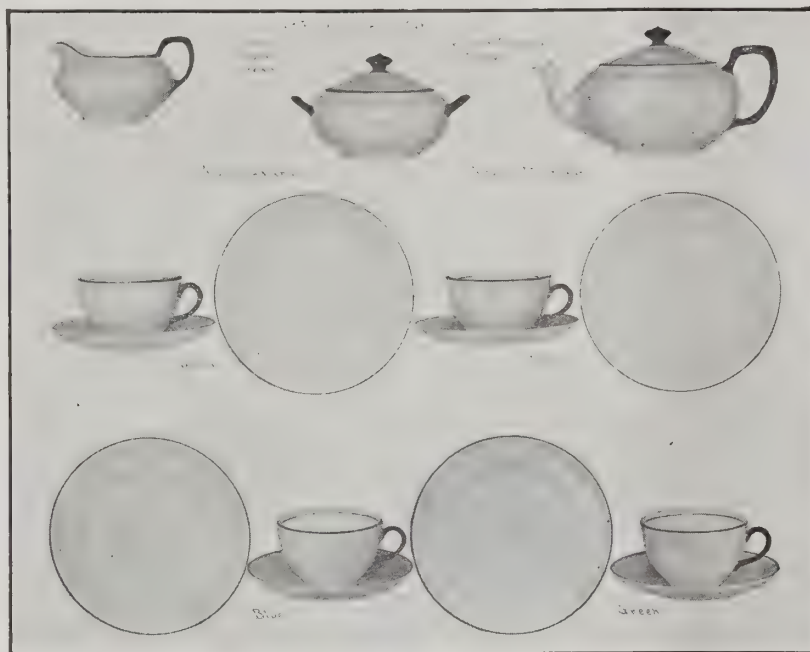
bag of rose leaves. With the careful Carney Company's process, rose leaf perfume has been so developed by freezing that the fragrance will last three to five years. This extraordinary method of preserving the very essence of rose leaves, carries the month of June through many seasons, bringing the rose with its true lasting fragrance to climates bereft of the world's most famous flower; a gift for many occasions—graduations, birthday and suitable for prizes and remembrances.



## Seasonable Czecho-Slovakia Wares

For the conspicuous summer porch table and for exclusive luncheons and teas, the little combination set herewith illustrated, from Arts & Crafts, 25 West Eighth street, is most seasonable and desirable. Note the unique shape of the fascinating little pitcher or jug, the bowl, saucer and cake plate, each carrying out Czecho-Slovak art in its originality and fine workmanship. This beautiful work is done by the Czecho-Slovak settlers here in America, who have established a colony where they work their original and inimitable designs in harmonious and brilliant coloring, boldly working in a predominance of black, which bespeaks the real Slovakia conception. High tones in reds, blues, yellows, and orange adopted in the work are at once recognizable in the original and purely native treatments. The patterns and designs cannot be found in any other country, as they are the sole and first development from this colony here in America. There are hundreds of different patterns to select from, and each tells the glory and fascinating charm from the brush of these unusual artisans. Cheering influence is at once felt in the brilliant coloring and handcraft in unique modeling and intricate designs so dexterously assembled has brought the Czecho-Slovak products an enviable reputation from connoisseurs and discriminating buyers. At the Arts & Crafts can be found a full assortment of this extraordinary ware in various designs, shapes and seasonable objects, suitable for all occasions, at reasonable prices for gifts of merit. For bridal gifts, graduation, shower, birthdays, nothing could be better chosen than a bit of this Czecho-Slovak ware.

# Lines to Use as Special Features



23 Pieces—Tea Pot—Sugar—Cream—6 Plates and 6 Teas

## 23 Piece Luncheon Sets

Six colorings

*Fine for Weddings*

Brighten up your stock

Wonderful Sellers

They come in

Yellow, Green

Pink, Lavender

Blue, Mother of Pearl

*Try them*

They are beautiful

**The D. E. McNicol Pottery Co.**  
East Liverpool, O.

## Kitchen Specialty Yellow Bowls

5 Sizes

6½ in. to 10½ in.

Sold as one nest

The smoothest and hardest line of  
Yellow Ware  
made in America

Complete Line

Send for Catalogue

**The D. E. McNicol**  
**Pottery Co.**  
East Liverpool, O.





# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE  
312  
SOUTH  
CLARK  
STREET

THE June Bride season is on, and consequently the day of gifts and household furnishings. Many of the larger gift shops of Chicago report that the gift buying for this season is tending toward decorative rather than useful items. Last year silverware and cut glass and other practical items were the most popular for the bride's present, while this year, pottery, candle sticks, vases, artificial flowers, wall plaques, and other things which are first, ornamental and second, useful. This interesting change in the nature of gifts being purchased from practical to primarily ornamental, may be taken as an indication of a better era of buying, a more prosperous period, when the public has money for luxuries.

Department store trade in Chicago during the past week was reported generally good, with more seasonable weather bringing the buyers to State Street.

Hotel business is opening up extensively throughout the country, and an official of Albert Pick & Co., one of the largest hotel supply houses in the world, in a recent interview said that his concern was selling 20 per cent more goods this year than they did a year ago. That the number of unfilled orders is exceptionally large. The company has just completed an order for \$250,000 and one order for \$500,000 worth of supplies was received less than two weeks ago. Many new hotels are planned or under construction, so the outlook for the Summer and Fall in the hotel supply line is exceedingly bright.

The American Bisque Co., Williamstown, W. Va., makers of pottery bulb bowls, candle sticks and fern dishes, finished in high glazed colors, has appointed E. M. Meder, 17 N. Wabash Ave., Chicago sales representative. The line is now ready for inspection in Mr. Meder's show rooms.

The Chicago Avenue Furniture Store was incorporated last week for \$10,000. The firm will do a general retail business in furniture, crockery, glass and housefurnishings at 1508 W. Chicago Ave. Those interested in the newly incorporated concern are Frank Nachowitz, Stephen Kuliszewsked and Marie E. Rata.

Mort Tinker, who is connected with his brother, Frank Tinker, manufacturers' representative, Hayworth Building, has been confined to his home for more than a week with a sprained ankle, an injury he sustained while playing tennis recently.

George Turner, of the Ira A. Jones Co., Burley Building, 9 N. Wabash Ave., is making a trip East for his company and will not return to Chicago until the middle of June.

The Progressive China Decorating Co., 1836 W. Van Buren St., organized two years ago to decorate domestic china dinner sets, breakfast sets and fancy pieces, have made preparations to decorate fine imported china and will soon have a line of high grade imported ware decorations ready for the market.

The Chicago Association of Manufacturers' Representatives met at the Morrison Hotel last week. Secretary Dawson announced that their annual picnic and outing will be on June 24 and their luncheon to the jobbers on June 8.

H. Link, housefurnishings buyer from Paris, Ill., was in the Chicago market recently buying stocks for Fall trade.

The Austin Gift & Art Shop has opened its second gift shop on the West side of Chicago. The first shop, located on West Chicago Avenue, had a very prosperous year and the new shop which is located at 3620 W. Roosevelt Road, is now ready for the June wedding gift trade.

"Summer Merchant's Week," June 5 to 15, and Wholesalers' Pre-Inventory Clearance Sales, June 5 to 6, have been widely advertised by 100,000 pieces of literature sent to retail merchants in Chicago's trade territory. Hundreds of the smaller merchants will attend the event, according to advance information.

An entire floor of the Palmer House here had been sold out this week as display space for the big exhibition of the Gift and Art Wares Association which is to be held at the down town hotel the second week in August. Buying up of the space on the second floor was well under way.

Nearly two hundred lines are now assured representation in the display booths when the doors of the exposition are thrown open. Buyers from all parts of the United States have been writing in with reference to space and many have made arrangements to attend the great show.

C. A. Ruckel, manufacturer of pottery from White Hall, Ill., was in Chicago recently.

The Drummond-Seeley Co., Garland Building, is showing the line of gold encrusted china, lustre ware, and hand painted pieces decorated by the Tolpin Studios, 3620 W. Roosevelt Rd. Emil Tolpin, in charge of the studios, was formerly connected with Pickard china decorating studios.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

Visit the

**PALMER HOUSE**

And See These Lines

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden & Co., Room 25**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Kay Bee China Works

**Darden & Cox, Room 47**  
Lamps and Shades  
Floor, Table and Boudoir lamps in a  
range of patterns and materials  
with shades to match

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East  
Liverpool, Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking  
Ware and Tea Pots, plain and  
decorated.  
Aluminum for special sales and high  
grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear, 4700

**E. M. MEDER**  
17 North Wabash Avenue  
Chicago

*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**

Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.

*Representing*  
**MERCER POTTERY CO.**, manufacturers  
of Quality Dinnerware and Hotel Ware.  
**IROQUOIS CHINA CO.**, manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
Chicago)

**FRENCH CHINA CO.**

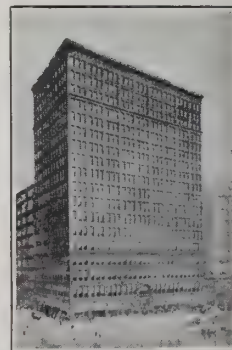
*Office and Display Room*  
136 West Lake Street

**KAY BEE CHINA WORKS**

*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

**HEYWORTH BUILDING**

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

The John S. Ward Co., not Inc.  
Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shades

Your "sales message" in this space  
will bring new business.

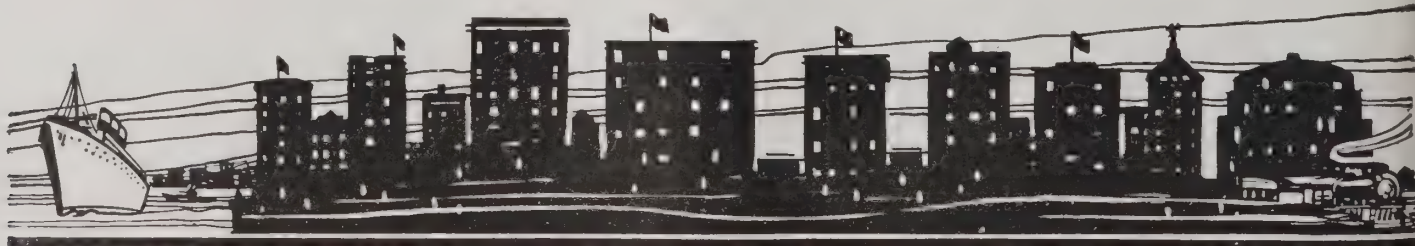
**THE McANULTY CO.**

Aluminum for special sales  
Copper and nickel plated ware  
17 North Wabash Ave.

**FOSTORIA GLASS CO.**

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware, Harry G. Dalzell  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent. Phone  
Central 3497.





# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## LIN-O-LITE SHADES

An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

**VOLKMAN & CO.**  
3223 W. Lake St.

## THE UNITED STATES GLASS CO.

Room 409, 30 E. Randolph Street  
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

## THE ALBRIGHT CHINA CO.

Plants: Carrollton and Scio, Ohio

Main Sales Office. Palmer House  
Room 25. Phone Dearborn 2213

W. T. Darden, Mgr. Sales, in Charge  
I. E. Mincks, Secty.

## THE LIMOGES CHINA COMPANY

Represented in Chicago by

JOHN G. EDMUNDS  
1319 Michigan Ave.

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.

While in Chicago Visit

## STETSON CHINA CO.

1535-37 S. State Street

Phone Calumet 0876

We are prepared to make immediate shipments.

## Ira A. Jones Co.

17 North Wabash Avenue  
Chicago

Announces

their removal from 17 North Wabash Avenue to more commodious quarters in

**The Burley Bldg.**  
9 N. Wabash Ave.  
Chicago

## EARL W. NEWTON

and Associates

Announce

the removal of their display room from the Heyworth Bldg. to larger quarters in

## THE BURLEY BLDG.

9 N. Wabash Ave.  
Chicago

## LEWIS H. SIMPSON & CO.

17 N. Wabash Ave.

Representing

Athens Glass Co., Fenton Art Glass Co.,  
Huntington Tumbler Co., New Martinsville Glass Mfg. Co., H. R. Wyllie China Co.

## JOYCE ART STUDIO

Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.

Phone Austin 1500

5006 WASHINGTON BLVD.

## TOLPIN STUDIOS

FINEST DECORATED CHINA

Specializing in gold encrusted dinnerware, Pompeian Lustre, and hand painted china for gift shops and department stores.

36 Roosevelt Rd. Phone Nevada 7046

## HISPANO-MORESQUE

LUSTRES & METALLIC GLAZES

Vases, Bowls, Lamps, Comports, Candlesticks

THE N. O. CEDERBORG CO.

Chapman Block, Aurora, Ill.

## WALTER B. ANDREWS

30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405

Representing

MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

Imported overglazed

CHINA COLORS

Powdered or Mixed for Use

Everything for China Decorators  
PILKINGTON MANUFACTURING CO.

3223 W. Lake Street Chicago

## HELM & SOUKUP

Representing Manufacturers of:  
TABLE AND ILLUMINATING GLASSWARE

Import and Domestic

Display Rooms

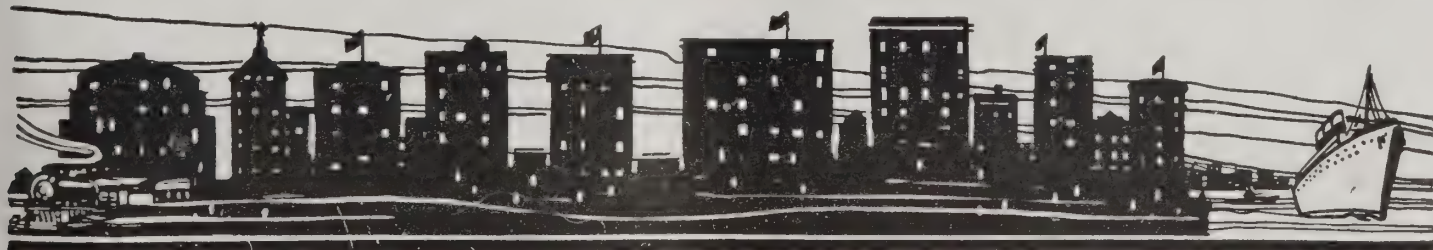
17 NORTH WABASH AVE.

## PLATINUM Encrusted China— The Latest

A most wonderful treatment in Bright and Dull finish. Guaranteed to wear and the BEST Seller. Your line is not complete without

KITTLER'S PLATINUM CHINA

2116 Hudson Avenue, Chicago  
Phone DIVERSEY 3357



# W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

## SITUATIONS WANTED

**YOUNG MAN** thoroughly experienced in China Goods and having been connected with the largest China Factories in Bohemia for many years is open for a connection. Box 178, care CROCKERY AND GLASS JOURNAL.

Sole Owner of the Patent

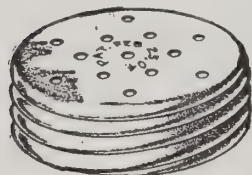
**Celluloid Cap & Metal Ring Co., Inc.**

NEPERA PARK, N. Y.

**Celluloid "Salt and Pepper" Caps**

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.



## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.  
New York Office: 290 Broadway.

## What's New in the Market

(Continued from page 21)

shade, with a white flying goose forming the quaint decoration, while another appealing decorative motif is a white and black cat. These are the newest things in French novelties and all are hand decorated.

Mr. Venon is also showing a complete line of open stock dinnerware, featuring the famous earthenware of the Rorstrand three crown factory made in Sweden since 1726. This high grade ware with ivory embossed body is procurable in the "Diana" and "Ingrid" shapes in plain ivory, and decorated with basket of flower centers and with colored edge and shoulder bands in bright orange, light blue and lavender. A full stock of three of the most wanted patterns in a good range of articles is carried in bins for immediate delivery.

## BOOKS

*Knowledge Builds Better Business*

**THE ADVERTISING HANDBOOK.** By S. Roland Hall. Published by McGraw-Hill Book Co., New York.

In this volume of constructive advertising facts, the principles and practices of present day ad making are clearly and very completely expounded. It is a handbook covering the many business building phases of a big and important subject and will prove a practical guide and reference work for ad men, managers and merchants in every line who are interested, not only in the fundamentals which form the solid foundation stones upon which every successful printed message must

solidly rest, but likewise the many steps which make the modern ad attractive and convincing. Every department of advertising is included in the thirty-six chapters of this 735-page volume, and layouts and copy writing are well illustrated by numerous examples of ads which have appeared in various publications. It is a book of practice rather than rules and a valuable guide to making a better use of space to bring in bigger profits.

**THE RETAIL CHARGE ACCOUNT.** Edited by F. W. Walter. Published by The Ronald Press Co., New York.

Handling the problem of extending credit to customers is a big problem to large and small retailers. How much credit to allow, the establishing of a credit department, opening accounts and closing them, collections and the business building angle of the credit account are a few of the outstanding chapters of this authoritative book of 259 pages. The contents represent papers collected and prepared for the Associated Retail Credit Men of New York by prominent representatives of a group of well-known stores, and describes in detail how some of the biggest and most progressive retail stores are handling the credit problem. A good book which every merchant and manager can read with profit.

**HOW TO SELL AT RETAIL.** By W. W. Charters. Published by Houghton, Mifflin Co., New York.

Written entirely from the salesman's point of view, this book covers the subject of distributing goods to the consumer in a most practical way. Practical and informative because it takes up a large number of the difficulties which confront the salesperson every day, and shows in detail how efficient salespeople are meeting and solving them. Some three hundred expert salespeople were selected from many large department stores and their experiences in selling merchandise in many departments is conveniently grouped in twenty-eight interesting chapters of this 316-page volume. The selling situation and all the varying phases of salesmanship from the physical and psychological sides are covered and the volume is a practical text books on the subject, accomplishing much by handling the sale from the customers' point of view.

**EFFECTIVE DIRECT ADVERTISING.** By Robert E. Ramsay. Published by D. Appleton & Co., New York.

A handbook covering the principles and practice of direct advertising, not only by mail but through other effective methods of distribution. It covers in its 25 chapters and 590 pages, the advantages of the direct selling appeal and discusses the subject of mailing lists and how to plan a single sales letter or start a big campaign and follow it up. Every angle of the subject is thoroughly well covered and all the details of layouts, copy writing, printing, paper and so on are clearly explained. A practical book of information, useful alike to the ad man of the big department store, the small town merchant who is often his own advertising manager, and to every business organization in the wholesale and manufacturing fields, that is desirous of widening their selling acquaintance and put more pep in sales.



# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

**DEMAREST PUBLICATIONS, Inc.**

45 EAST 17th STREET . . . . . NEW YORK

## SUBSCRIPTION RATES:

United States . . . . .	\$3.00
Canada . . . . .	4.00
Other countries in postal union . . . . .	5.50
Single copies . . . . .	.10

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J. H. SMYTHE  
312 South Clark St.

Boston

R. B. HEMENWAY  
98 May St.  
Needham, Mass.

East Liverpool  
and  
Pittsburgh

M. K. ZIMERMAN  
215 West 6th St.  
East Liverpool

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VOL. 94

JUNE 15, 1922

No. 24

## AS THE EDITOR SEES IT EFFICIENCY IN SELLING

**A**LTHOUGH efficiency in a business sense is associated by a good many as inseparable from the highly systematized operation of a big department store there is no reason why the smaller stores should not possess equally as efficient selling methods. Efficiency in selling does not imply a complicated organization but it does require two, and only two, essentials. And these fundamentals of making the sale are speed and accuracy. The highly developed selling service of many of the largest department stores is many times more difficult and expensive to handle, because of the large number of salespeople employed. The smaller store, because of its less bulky size, is free from this particular complication and should prove a much simpler problem to handle. But the big store with its staff of managers devotes more study to the selling end and this is usually the reason why the big stores are more conspicuously successful as distributors of merchandise. The weakest link in the management of the comparatively small stores is selling the consumer. To forge this weak link and make it strong is simply a matter of studying all practical retailing methods and adopting better means of handling the customer.

**A**S pointed out on this page last week, the salesforce, backed by the full co-operation of the store, should clearly understand that exchanging goods for the public's money is largely psychological and that the customer's desires should be carefully sounded, not only to sell goods but to sell goods that will please and satisfy every customer. Efficiency in selling therefore includes the disposition of merchandise that meets every requirement of the customer and selling it in the shortest period of time. A transaction is not closed when the goods are selected, paid for and delivered, but is open until the customer is fully satisfied. Adjustments and exchanges are practically impossible to eliminate altogether but every store should

constantly strive to reduce them to the zero mark. And one of the greatest services which the salesperson can perform is to take pains to fill out sales slips accurately, see that the goods are well wrapped and delivery directions are clearly made and attached.

**T**HE element of time is, of course, a consideration which should not be overlooked. It is obviously not the most important but it is important enough to take into consideration. The steps of making an efficient sale are in finding out what the customer wants, then in assisting her in making a choice of merchandise which will give her the most satisfaction and doing this as promptly as practicable. The first two phases have already been outlined but the period of time deserves mention. Time must not be at the customer's expense and it need not be if the salesperson knows the location of his stock and can find any item comprising it without unnecessary search.

Another factor in speeding up the sale is a good knowledge of the goods in the salesperson's department. If the salesperson knows the line he can answer any and all questions about his goods promptly and convincingly. Without this information, every sale must necessarily lag and more time be consumed in satisfying the customer than need be.

**W**ITH but very few exceptions it may be taken for granted that customers appreciate being served promptly as well as satisfactorily. By putting a little pep in their movements, a good impression is created by the salesperson upon the mind of customers. They will be favorably impressed by the business-like speech and alert manner of the salesperson and the sale will be speeded up and the customer completely satisfied without waste of time. In this manner little stores grow into big ones.

# Quick Turnovers Make Variety Stores Profitable

Success of Average Man with Small Capital Difficult in Many Enterprises but Fair Profits Assured in Variety Store, with Quick Turnovers and Frequent Buying

FOR the man with a small capital but a big desire to go into the retail business for himself, the chief problem is to decide on the business to go into. This is especially true if his experience in the commercial world is limited. Usually, in a case of this kind, the man's first inclination is to turn to the kind of business in which he can make the best showing with the amount of money he has to invest, knowing that, lacking the attributes of a good credit risk, he will have to pay spot cash for most, if not all, of his initial stock. If he is wise, he also recognizes the fact that he has got to get into some line where the turnover of his stock will be rapid, so that he can do enough business on his limited capital to make a profit commensurate with the efforts he puts into the project.

It can be seen readily that there are not very many lines that lend themselves to the needs of such a man, but one of them, according to F. E. McGuffin, manager of the Customers' Service Department of Butler Brothers, is the variety business. Mr. McGuffin cited the experiences of several men who went into the variety business under the circumstances described, and who, if they have not actually made a competency out of it, have kept the wolf from the door very successfully and have also been able to roll up something against a "rainy day."

Take the case of a man who went into the variety business a few years ago in a town with a population of about 1,500," he said. "He had only \$1,200, and he spent it for the most comprehensive stock he could buy for that amount. The great bulk of his purchases were of articles to retail at 5 and 10 cents although he bought some bulky merchandise as well. Ten per cent of his capital, or \$120, went into hardware specialties. Ten per cent more went into glassware, including lamps and chimneys. His biggest group purchase was of dry goods specialties, and on such goods as towels, handkerchiefs, hosiery, garters, shoe laces, &c., he spent \$265. Other purchases ran this way: Nickel-plated and galvanized iron ware, \$110; enamel ware, \$80; cutlery, \$35; woodenware and brushes, \$65; crockery, \$105; notions and sundries, \$100; candies, \$50; stationery, \$60; jewelry specialties, \$30; staple toys and dolls, \$35, and baseball goods, whips, pictures and other miscellaneous goods, \$25.

This stock he distributed around a 20 by 70 foot store to such good advantage that it seemed almost twice as large as it really was. Being a bachelor, he lived in a little room partitioned off in the back of the store, and he drew only \$20 a week out of the business for living expenses. He was able to do most of the selling himself, although he hired a girl to help him on busy days and had three of them during the holiday season. These girls he paid

\$1.25 a day. His sales for the first year ran somewhat under \$12,000, while his expenses amounted to about \$2,300. Nearly half of the expenses, or \$1,040, came from the salary of \$20 a week which he paid to himself.

During the first year the expenses equaled approximately 19 per cent of the total sales. As the average gross profit ran a little bit more than 30 per cent on sales, he was able to clear about \$1,250 in actual cash. After paying all his expenses and allowing himself \$20 a week for salary, he was able to re-invest as much as his original capital.

Throughout the second year, at the beginning of which the merchant in question put about \$2,000 in his stock, he was able to employ a clerk regularly, with an extra one for the busy days. He advertised more, did a business amounting to about \$14,000, and was forced by the growth of the business to utilize the space he formerly occupied as his private quarters. On the second year's business he cleared \$1,600. His business has been growing ever since and, at the present time, he has a store containing several departments. Each of these departments has a larger stock than the entire establishment contained at the beginning.

Another noteworthy case is that of a man who began business in a city of about 18,000 population with \$6,500 in cash. He opened a large double store in the business center of the city and had it fitted up attractively with oak fixtures of a substantial character. This man, like the smaller one, also put his largest investment into dry goods specialties, but in this case more than a third of the entire capital was spent for them. The actual investment was \$2,500. The investment in hardware specialties came next, with \$395. Then came clothing specialties with \$365, enameled ware with \$350, and then tinware, crockery and glassware with \$325 each. Other purchases were: Sundries, \$100; candies, \$150; stationery and school supplies, \$250; books, \$100; Japanese goods, \$80; jewelry, silverware, clocks and watches, \$175; staple toys and dolls, \$130; picture specialties, mirrors, &c., \$100; cutlery, \$140; sporting goods, \$130; woodenware and brushes, \$215, and horse goods, including whips and specialties, \$85.

The city in which this store was located enjoys a good agricultural and manufacturing trade. It already had one syndicate store but, in spite of this, nearly half the new merchant's capital was invested in goods to retail at 5 and 10 cents. Other merchandise retailed up to \$1. During the first year he did a business of about \$35,000. His expenses ran about \$6,900, or about 17 per cent on



sales. His net profits for the year were \$4,200, in addition to which he had taken \$1,500 from the business for living expenses in the form of a salary of \$125 a month. His business and profits have been increasing steadily ever since."

A third instance which Mr. McGuffin cited concerned a store recently opened at Freeport, Long Island. The stock put into this store was valued at \$2,200, and sales for the first week exceeded the entire investment. The store was opened on a Saturday, and the sales for that day ran close to \$875. The following Saturday, without any "specials" to boost business, the store did a business of \$400. All through the first week the owner had to keep sending hurry calls to his wholesalers for more merchandise. While this instance is somewhat extreme, it goes to show the business possibilities of a well-conducted variety business.

"In the variety business, as in other lines," Mr. McGuffin went on, "the big things essential to success are rapid turnovers and frequent ordering. Failure to get rapid turnovers means that the merchant has too few items in his stock and too much of the items he has.

"To my mind, the merchant who has the turnover idea down as pat as any person in any line of business is a variety store owner in a certain Eastern state, who does a business of approximately \$36,000 a year on an investment of a little less than \$3,000. He makes every dollar work overtime, as well as on Sundays and holidays. An inventory of his stock any day in the year would fail to show more than \$3,000 worth of goods in it, yet he does as large an annual business as many merchants with twice the investment.

"He does it by a system of daily buying. This system works out in such a way that he always has at least four orders for merchandise in some stage of the journey between his store and the establishment of the wholesaler. While one order is coming to the wholesaler, another is in the house being filled. A third is on the train going to him, and the fourth is being unpacked in the store. The merchandise that he unpacks in his store today, for instance, is sold and paid for at a cash discount by the time the merchandise he ordered today reaches him. If that isn't some system for making a dollar earn its board and clothes, then I'm no judge.

"The variety is an ideal one for the independent man of limited capital and experience who is old enough not to conduct his business too rashly and yet young enough not to conduct it too conservatively. It is an ideal business for the man who is willing to start small, work hard and grow. It is no business at all for the man who is looking for a sinecure."

### Poster Stamps to Advertise Fair

One million poster stamps are being lithographed to be used in the aggressive advertising campaign for the First National Merchandise Fair to be held in Grand Central Palace, New York, Aug. 7 to 25. This, of course, is only one of the numerous forms of advertising to be employed and the stamps will be widely distributed to

be posted on outgoing mail. Every effort will be made to induce the out-of-town buyer to visit the fair. The poster is beautifully executed in several colors and depicts an ancient Persian with his basket. It is the work of Falls, the noted illustrator.

### How's Business?

Improvement in industry, favorable food crop reports and better retail buying, together with a spurt in building activity, are the encouraging factors in the business outlook and Bradstreet's survey for the current week reports improvement in iron and steel production and increased activity in the automobile industry.

#### IN THE EAST

In New York the buyers from department and other stores show an increase and represent almost every line. A large part of the goods now bought are for prompt delivery and this is particularly true with many big department stores which are buying large quantities of merchandise for bargain basement sales. Crockery and glassware while spotty shows increased activity with the largest demand apparently for dinnerware and lighting glassware, although table glassware is moderately active. Philadelphia reports retail trade as somewhat backward but distributors of automobiles report trade as good. In Pittsburgh, steel production continues to increase but retail and department store trade is spotty, with larger stores reporting sales about the same as last year. Collections are slow. Buffalo reports that iron and steel trade continues to improve, more building is being done and retail trade is improving.

#### IN THE WEST

In Chicago wholesale and retail trade is characterized as fair and the semi-annual inventory sales were satisfactory as to attendance and volume of goods bought. Retailers throughout the west bought fairly liberally, while road business is about equal to last year. Collections are generally more satisfactory. Cleveland reports that improvement continues but that general business has been held up somewhat by the coal strike, and retail trade is a little backward. Collections are a little better but are still classed slow to fair. In Columbus retail trade shows improvement with volume satisfactory. Manufacturing is improved, building is active but collections are slow. Detroit reports retail trade improving slowly, all manufacturing plants are busy and employment shows a gain of about 2,500 men this week. Collections are fair. In Richmond, Ind., trade is fair, automobiles are selling well and optimism of farmers is reflected in the revival of business in all lines. Kansas City reports that bad roads has cut off much of the trade of the rural districts, many industries show improvement but collections are still backward. In St. Louis conditions continue to improve and retailers are increasing their stocks slightly. Many manufacturers are adding men to payrolls and collections are much improved. Milwaukee reports slow but steady improvement in all lines, much building is under way and reports of retailers vary, most large stores reporting improvement over last year, while small stores say business is fair. Collections continue slow. In Des Moines re-

tail trade is improving, manufacturing is fair and building increasing but collections remain slow. In Sioux City retail trade is stimulated by heavy advertising and cut-price sales. Collections remain slow. Omaha reports trade is only fair and collections slow.

#### IN THE SOUTH

In Baltimore business is better and industry and retail trade are holding up well. Building is very active, crop outlook is good and collections fair. Charleston reports retail trade fairly active, helped by reduction sales and city collections are better but those outside of town are only fair. In Memphis retail trade shows improvement, building is slow and collections are improved but still backward. Atlanta reports business as showing no improvement, building continues active but many plantations are idle. In Birmingham department store trade is holding up well, coal production is about 90 per cent of capacity and collections are fair. In New Orleans department and other retail stores report they are doing 5 per cent less business than a year ago, manufacturers are working full time and collections are a little slow.

#### ON THE PACIFIC COAST

San Francisco reports that conventions have stimulated retail trade, fruit crop good, export and shipping quiet and collections fair. In Seattle retail trade is below normal, lumber active and collections slow.

#### IN CANADA

Toronto reports retail trade fair with the public looking for bargains, flour mills are active, industries steady and collections fair. In Montreal retail trade is fair, department stores putting on cheap sales and one large store reports sales this week larger than any week in the past fifty years. In Vancouver trade and industry are improved, retail trade is good and collections are fair.

### When the Stores Close

Answers to a questionnaire sent out by the Michigan Retail Dry Goods Association relative to Summer closing of dry goods and department stores disclosed a number of interesting things about retailers' customs in that State. One fact brought out was that, with the exception of Lansing, the leading stores in the larger places in the State did not remain open on Saturday evenings. The answers showed, however, that in the smaller towns this was the custom; and that the more rural the type of trade served, the more certain the stores were to remain open. In several instances where stores are kept open on Saturday evenings, they are closed during the afternoon of another day, usually Thursday. In one city—Flint—Wednesday afternoon closing has been abandoned in favor of closing on Saturday evening.

The answers also indicated that, in many of the places where the dry goods stores did not close on Wednesday or Thursday afternoon, the groceries, meat markets, bakeries, &c., did close during the Summer months. In one place the banks were reported to close Thursday afternoon and remain open Saturday evenings. The period during which the afternoon closing took place varies widely. In some cases it is done only during June,

July and August, while in one extreme case it is the custom to close from May 1 to Nov. 1.

In one or two places from which reports were received by the association it is the custom not only to remain open on Saturday evenings all the year around, but on Wednesday evenings as well. In one such place the merchants attract the farmer trade in town on those evenings during the Summer by means of co-operative band concerts. The tendency on the part of many merchants in the State is to look on afternoon closing as a real detriment to business, and feeling that, because of the rural trade, they cannot afford to close on Saturday evening, they give their clerks no additional time off at all during the Summer.

### Monthly Summary of Imports

Imports for the month of April, 1922, show a slight decline in value over the previous month and with the exception of dolls and toys current values fall below the month of April, 1921. The latest figures compiled by the Government are as follows:

	1921	1922
China, not decorated .....	\$ 47,607	\$ 41,850
China, decorated .....	523,674	349,025
From France .....	91,075	52,088
From Germany .....	126,529	87,714
From United Kingdom .....	64,334	44,356
From Japan .....	216,706	131,566
From other countries .....	25,030	33,301
Earthenware, not decorated .....	60,733	27,841
Earthenware, decorated .....	462,670	331,869
All other .....	45,836	49,496

Total ..... \$1,664,094 \$1,149,106

#### For Ten Months Ending April

	1921	1922
China, not decorated .....	\$ 392,875	\$ 584,604
China, decorated .....	5,681,943	5,268,876
From France .....	620,911	680,487
From Germany .....	1,013,446	1,513,333
From United Kingdom .....	561,232	506,884
From Japan .....	3,082,572	2,135,027
From other countries .....	403,782	433,145
Earthenware, not decorated .....	399,684	259,935
Earthenware, decorated .....	3,847,681	3,302,184
All other .....	555,524	350,884

Total ..... \$16,549,650 \$15,035,359

#### DOLLS AND TOYS

	1921	1922
Dolls and parts of dolls .....	\$ 57,734	\$ 102,452
All other toys .....	325,148	453,268

Total ..... \$ 382,882 \$ 555,720

#### For Ten Months Ending April

	1921	1922
Dolls and parts .....	\$1,874,368	\$1,224,675
All other toys .....	6,640,094	4,634,269

Total ..... \$8,514,462 \$5,858,944

#### GLASSWARE

##### For Ten Months Ending April

1921	1922	1921	1922
\$122,892	\$161,405	\$1,354,909	\$1,358,814

#### CHINA CLAY

##### For Ten Months Ending April

1921	1922	1921	1922
\$113,635	\$297,304	\$2,646,818	\$1,630,825

#### HYDRATE OF POTASH

Containing not more than 15 per cent of caustic soda

##### For Ten Months Ending April

1921	1922	1921	1922
\$45,674	\$71,822	\$321,554	\$491,304

#### ARTICLES OF METAL ENAMELED OR GLAZED

##### For Ten Months Ending April

1921	1922	1921	1922
\$43,035	\$35,852	\$352,078	\$284,518



# CAUGHT IN THE NEWS NET

INTERESTING  
ITEMS PICKED  
UP HERE AND  
THERE AMONG  
THE TRADE

IT will cause considerable surprise in the trade to learn that Robert M. Slick, buyer for the Palais Royal, Washington, D. C., for a number of years past, has handed his resignation to the firm to become effective June 17th. According to advices received from Mr. Slick, he has several things in view, but as yet has made no definite arrangements for the future.

Peter Roderick, formerly assistant buyer for the Shepard Co., Providence, R. I., dropped in for a call on some of his friends in the local trade on Saturday, on his way to Toledo, O., where he has been engaged as assistant to Charles Baxter, buyer for LaSalle & Koch, with whom he was associated for several years in the same capacity with the Shepard Co. Mr. Roderick will assist Mr. Baxter in all the departments for which he buys.

On July 1st Edward Spreng, formerly buyer for twelve years of china housefurnishings and toys for the H. A. Meldrum Co., Buffalo, N. Y., assumes the buyership of the same departments for the Robert Fraser, Inc., store, Utica, N. Y.

R. N. Logan, general manager of The W. S. George Pottery Co., East Palestine, O., accompanied by Mrs. Logan, spent last week in the city. While here on business consulting with H. Benedict, the company's local representative, Mr. Logan took advantage of the opportunity to show Mrs. Logan the wonders of Coney Island and other sights of the metropolis.

John Nixon, New York manager for the Fostoria Glass Co., is planning a real vacation this summer. He has booked passage on the *Minnedosa*, sailing from Montreal, Canada, for Southampton, England, on July 5th. He will leave here with his family by auto on July 1st, for Montreal. The latter will, according to their usual custom, spend the balance of the season at their summer home in Canada. Mr. Nixon expects to be away for two months. He is looking forward with a great deal of pleasure to visiting his birthplace at Longton, England.

Herman H. Henjes, of the traveling staff of Theodore Haviland & Co., returned home on Monday, after making a three-months trip over his territory west of Chicago and south. He reported conditions improving.

J. Jos. Snyder, sales manager for Jones, McDuffee & Stratton, Boston, made a brief visit to New York last Saturday on special business for his firm.

Harry Whitney, the genial traveling representative for the Phoenix Glass Co., after returning last week from a very satisfactory trip through the middle west, started out again this week for points in New England after which he expects to make Philadelphia, Baltimore and Washington.

Charles H. West, president of the Westmoreland Specialty Co., Grapeville, Pa., left for home on Wednesday night, after spending the first half of the week here, in consultation with the factory's New York agents, the Horace C. Gray Co.

J. Howard Fry, of the H. C. Fry Glass Co., Rochester, Pa., and David Denton, sales manager for the firm, are in town this week conferring with the concern's local representative Frederick Skelton.

Frank P. Judge, Jr., of the National China Co., Salineville, O., spent a few days in New York this week discussing local business with D. King Irwin, representative for the line here.

E. Torlotting, the well known importer, has his time well taken up this week serving on the jury.

J. E. Shepherd, sales manager for the Star Glass Co., Star City, W. Va., is in New York this week attending to special business as well as to confer with the concern's representatives, the Horace C. Gray Co.

L. S. Hinman, American manager for Theodore Haviland & Co., has made arrangements to sail for France aboard the *Cynthia* on June 22d. He expects to be away about six weeks on a visit to the factory at Limoges.

## Outing Committee Appointed

At a meeting of the Board of Management of the Pottery, Glass & Brass Salesmen's Association, held last Thursday at the Crockery Board of Trade rooms, the principal business transacted was the discussion of plans for the annual outing and the appointment of an executive committee to proceed with plans for the affair.

Last year's committee proved so successful that it was unanimously voted to appoint the same gentlemen to serve this year, with the exception of John Nixon, who will be unable to be here on account of a contemplated European trip. Wm. E. Doctor was, therefore, substituted to take his place.

The complete committee is as follows: E. W. Hammond, Chairman; Chas. A. Postley, Secretary; Thos. G. Jones, Fred C. Brey and Wm. E. Doctor.

As soon as their appointment was made, they got right on the job and secured Duer's Park, College Point, L. I., for the event, the same place where the outing was held last summer. Among the available dates, Mr. Hammond and his associates selected Saturday, August 5th, which is a time when most of the trade have returned from their vacations and is right at the height of the fall buying season which will give many of the out of town buyers an opportunity to be present.

### J. W. Morehouse Goes With Geo. H. Bowman Company

J. W. Morehouse, who for seventeen years was head of the china, glass and house furnishing departments of the May Co., Cleveland, as well as being general merchandise man for several other departments for the concern, has associated himself as merchandise manager of the china, glass and house furnishing departments of the George H. Bowman Co.'s retail departments.

Mr. Morehouse resigned from the May Co. on account of ill health, with the intention of not becoming active again, but having fully recovered his health, after a short time, he opened a general business of his own in the above lines at Pleasantville, O. After building this up to a very successful basis, he recently sold it out to excellent advantage. His wide circle of friends in the trade will be interested to hear of his connection with the Bowman Co. and will be glad to welcome him back in his new association.

### U. S. Potters' Association Annual Report

The printed report of the proceedings of the forty-third annual convention of the United States Potter's Association, held in the New Willard Hotel, Washington, D. C., December 6, 7, 8, 1921, has been distributed to members of the association. The report comprising 155 pages not only covers the proceeds of the Washington meeting in full but includes official reports of special meetings held during the year 1921 and much valuable information and statistics concerning the pottery industry.

### Receiver Appointed for Guernseyware Co.

J. E. Thompson of Cambridge, Ohio, has been appointed receiver for the Guernseyware Co., Cambridge, Ohio, Manufacturers of Guernseyware Vitrified China Cooking Utensils and Hotel Ware. Under date of June 7th the receiver sent out a notice to creditors of this fact. The company is solvent and is continuing as usual to take care of its volume of business. This receivership was effected to conserve the whole interests of the company and will be the development of a splendid reorganization, all of which will be a question of only a short time.

### Buyers in New York

JUNE 8, 1922

C. Rogers, house furnishings, Steinbach Co., Asbury Park, N. J., 105 Grand Street.

A. B. Ware, hotel equipment, Hotel Equipment Co., Atlanta, Ga., Pennsylvania.

W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 Fourth Avenue.

W. H. Badger, toys, Hens & Kelly Co., Buffalo, N. Y., 1164 Broadway, Fellows Buying Corp.

J. H. Auslander, house furnishings, Auslander Stores Co., Uniontown, Pa., Pennsylvania.

R. A. Staley, toys, Edw. Wren Co., Springfield, Ohio, 333 Seventh Avenue, care J. M. Biggins.

JUNE 9, 1922

J. Benesch, house furnishings, J. Benesch, Baltimore, Md., McAlpin.

G. N. Powell, china and glassware, W. Powell Son Co., Cumberland, Md., Pennsylvania.

C. Rogers, house furnishings, Steinbach Co., Asbury Park, N. J., care James B. Fox, 105 Grand Street.

P. L. Beck, toys and glassware, Amer. Wholesale Corp., Baltimore, Md., 354 Fourth Avenue.

David Smith, general mdse., Smith-Watkins Co., Lexington, Ky., Herald Square.

J. Bing, lamps, Bullock's, Los Angeles, Cal., 225 Fifth Avenue.

JUNE 10, 1922

Elmer Dean, general mdse., Sheehan, Dean & Co., Elmira, N. Y., 105 Grand Street.

L. Weisel, toys, Fine Bros., Hattiesburg, Pa., care Kirby, Block & Fisher, 352 Fourth Avenue.

N. H. Levee, general mdse., Sasso Dept. Stores, Hazleton, Pa., 1164 Broadway, Fellows Buying Corp.

Mr. Ihrig, mdse. manager, Bullock's, Los Angeles, Cal., 225 Fifth Avenue.

JUNE 12, 1922

H. Rubin, toys, lamps, kitchen ware, china and glass, The Fair Store, Binghamton, N. Y., Grand.

E. W. Koenig, toys, Steele & Meyers Co., Ft. Wayne, Ind., care Pond & Dunn, 1170 Broadway.

F. S. Haak, department store mdse., Haak Bros., Lebanon, Pa., Pennsylvania.

A. O. Rorabaugh, general mdse., Rorabaugh D. G. Co., Wichita, Kansas, 366 Fifth Avenue (Rorabaugh, Ewing Co.).

E. Dean, general mdse., Sheehan Dean & Co., Elmira, N. Y., 105 Grand Street (Jay Co.).

J. Bowman, representing, Dives, Pomeroy & Stewart, Pottsville, Pa., 240 Madison Avenue, Herald Square.

JUNE 13, 1922

W. D. Davis, house furnishings, toys, china and glassware, Loveman, Joseph & Loeb, Birmingham, Ala., care Alfred Fantl, 116 West 32nd Street.

J. E. Kelley, general mdse., Howland D. G. Co., Bridgeport, Conn., 105 Grand Street.

Sol Hirsch, mdse. manager, and toys, Hirsch Bros. D. G. Co., St. Joseph, Mo., Pennsylvania.

H. E. Hessler, house furnishings, Hessler Co., Syracuse, N. Y., Martinique.

A. A. Hall, china and glassware, Hutzler Bros. Co., Baltimore, Md., 352 Fourth Avenue, Kirby, Block & Fisher.

T. H. Murray, dolls, Higginbotham, Bailey & Logan Co., Dallas, Texas, 395 Broadway, 6th floor.

W. H. Cruickshank, mdse. manager, Reid-Hughes Co., Norwich, Conn., 404 Fourth Avenue, Continental.

JUNE 14th, 1922

E. McCormick, china, Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th Street

H. Pund, house furnishings, Wm. R. Moore D. G. Co., Memphis, Tenn., 256 Church Street.

Louis Slotin, toys, Southern Notion & Novelty Co., Savannah, Ga., Imperial.

Mrs. Nudd, toys, William Filenes Sons Co., Boston, Mass., 225 Fifth Avenue.

G. A. Efroymsen, representing Efroymsen & Wolf, Indianapolis, Ind., care A. Fantl, 116 West 32nd Street.

### Kresge Sales Increase

Sales of the S. S. Kresge Company for the month of May showed an increase of 15.85 per cent compared with the corresponding month of 1921. Total sales for May of this year amounted to \$4,903,106, whereas the 1921 total was \$4,232,280. For the first five months of this year sales amounted to \$21,953,278, an increase of 10.13 per cent over the \$19,933,710 reported for the corresponding period in 1921.



# Merchandising News from the Retail Stores

Sales Notes Which Show What Well Known Shops Are Doing to Promote Trade—Dinner Sets and Glassware Continues a Feature—Lamps and Gift Goods and Housefurnishings Well Displayed

THE popularity of colored glassware for gifts seems to hold its own. Davis Collamore & Co., 48th Street & Fifth avenue, is showing some unusual examples in amber, and other attractive colors both in domestic and imported wares. Among the most noticeable of this beautiful amber color are the dark shades, and some very pleasing tones have been accomplished by American manufacturers' imported fine china Beleák, Royal Worcester, Wedgewood, Copeland, and rare specimens of cloisonné on gold comprise some of the more expensive subjects for exclusive tokens, which at this season are intensely interesting for bridal gifts. Dinner sets in dark blue and gold borders and plain white with gold rims have demonstrated their seductive qualities for all year demand.

Very attractive wicker lamps, the shades underlined with bright colored crêtonne, are shown on the 5th floor of B. Altman & Company, Fifth Avenue and 34th Street. These lamps are unusual in a variety of colors. The wicker shade corresponds with the base in exact color, and the crêtonne lining gives a most pleasing lighting effect through the wicker openings of the frame. All the popular shades are displayed, orchid, orange, green, pink and blue. Small wicker boudoir lamps in light tones are extremely suitable for the small bedroom or tea-table. On the same floor an extensive assemblage of china; tea sets with six cups and saucers, teapot, creamer and sugar in rose bordered and gold rimmed are among the choice collection of summer porch needs, and refreshment sets, with wicker trays in colors to match are another fascinating piazza accessory. On the fourth floor there is an extensive display of baskets. Sewing baskets are a novelty in odd construction with high stand, painted in a variety of colors. Wicker flower pots with pottery container and rack for holding several of these pots for window decorations in attractive colors, and black are among the summer necessities for the window or porch. Hampers, dog baskets and waste baskets are shown on this floor in the same section.

A new department has been added on the second floor of Wm. H. Plummer & Co., 7 East 35th Street. This department has a most unique and interesting collection of rare antiques, in china, glass, porcelain, etc. One very noticeable china set made for the Prince of Wales by Charles Potter, in 1879, has dainty little roses and other flowers scattered over a white ground and is gold rimmed. Old white china with gold bands and curious knobs, quaint shaped teapot and milk pitcher, some very dainty

Wedgewood and Bohemian glass, Royal Worcester with exquisite raised flowers, also many small figures in attractive poses, rare plates, vases, and fruit sets in old designs and period patterns comprise only a part of this most noteworthy collection of antique objects.

At the basement subway entrance of the Housefurnishing Department of Abraham & Straus, Brooklyn, there is an attractive display of white enamel bathroom accessories, sponge racks, tables, cabinets, soap dishes, shower attachments, glass shelves and every worth while small need for the equipment of the up-to-date bathroom. These modern fittings are conspicuously and very tastefully assembled to attract the attention of passers-by coming from the subway into the store proper. A very extensive line of wicker laundry baskets at 95 cents, galvanized laundry baskets at \$1.50, which can also be used for holding potatoes, cabbages, spinnach, etc. Universal bread mixers at \$2.49 up, are some of the seasonable offerings shown in another section of this department.

A sale of light stemware is being shown on the first floor of Gimbel's, 33rd Street and Sixth Avenue. Sherbet glass, frappé, two shaped goblets in leaf and flower patterns are an attractive inducement for the time of sale. Light cut glassware has had a ready market during the spring and early summer months and this dainty glassware promises to hold public interest during the coming seasons.

The Housefurnishing Department on the 6th floor of James McCreery, West 34th Street, is devoting much space to moderate priced washing machines, some at \$59.50, vacuum cleaners of many makes, fireless cookers are well displayed at the entrance of this floor. A large assortment of individual patty cutters, cake lifters, frying baskets, cream whips and a full line of wire goods, egg beaters, etc., occupy one of the tables. Bird cages are a seasonable offering in many varieties, and aluminum, enameled and earthen ware, ovenglass are extensively shown at popular prices in this division. In the china department which joins the lamp and housefurnishing division on this floor is an attractive assemblage of asparagus and corn sets. These are beautifully decorated in realistic designs painted in natural colors, showing the asparagus tips and corn with husk in the center of the plates and server. Some are bordered with various colors and gold. Six dishes and a tray comprise these attractive sets, which are dainty and useful when serving these vegetables in separate courses.

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHILE operation of potteries in the eastern Ohio territory continues on a favorable scale, managers of some plants admit they could handle more dinnerware business. There is very little change in the manufacturing situation from last week. Scheme business seems to be holding up very well with some concerns, and there is more or less white business on file. On the better class of dinnerware, there are instances where a larger volume could be handled. Demand for matchings seems at times to be heavy, but the volume contained in such specifications is not as expensive as has been heretofore experienced.

The Smith, Phillips China Co. has begun to make its own packages, new buildings being erected near the plant and now used for cooperage purposes. Heretofore this firm has been purchasing its package in the open market.

Two additional decorating kilns are being erected at the plant of the W. S. George Pottery Co., East Palestine. In addition to this improvement the firm is erecting another building 114 by 32 feet, the upper floor of which will be used for office and sample room purposes, and the first floor for the decorating shop. There will be a battery of 12 decorating kilns when the new ones are completed, and this will add 20 per cent to the decorating output. New decorating kilns are also being erected at the Kittanning and Cannonburg, Pa., plants of this firm.

Patrick McNicol, head of the Standard Pottery Co., who went to Columbus last week, is back at his desk.

In the Sebring, O., district, all five plants there are operating practically on a normal basis. Shipping appears to be heavy, and several monthly shipping records have been broken of late. The interests in Sebring now control over 60 kilns, making the district the second largest individual dinnerware producing territory in the United States.

General Secretary Ross C. Purdy of the American Ceramic Society, of which the United States Potters Association is a member of the "Whiteware Division" is now working on a program for a summer meeting. B. E. Salisbury of the Onondaga Pottery Co., Syracuse, N. Y., and Forrest K. Pence, ceramic engineer with the Knowles, Taylor & Knowles Co., of this city are members of the Board of Trustees of the A. C. S. for the current term.

Thomas Baumstone, a well known New York pottery buyer, who has been spending several days in the Sebring district, has returned to his office.

N. C. Yowell, of Yowell & Erber, Orlando, Fla., who has been spending a week in this district securing workmen for a new art pottery about to be placed in operation at Orlando, has returned to the south. The company was formed some few months back, and because of the lack of pottery workers in the south, a visit to East Liverpool resulted. In addition to taking several workers out of this district a mould maker was also secured.

Within a few weeks President Frank P. Judge of the United States Potters' Association will announce the time and place for the semi-annual summer meeting. Immediately following this meeting Mr. Judge will then begin work on the program for the annual meeting of the association, which of course will be held in Washington in December.

From some sections of the country new mail business is a little spotty, while from other sections good business is being received. From the Pacific Coast territory, and especially from the northwest trade is active. An improvement is also shown in the South, while the eastern territory is somewhat slow in ordering in volume. The coal situation has more or less to do with this condition, so manufacturers contend.

John W. Vodrey, head of the Vodrey Pottery Co., has left for San Francisco to attend the annual Shrine meeting, and following this he will visit other places of interest on the western coast.

W. S. George, head of the W. S. George Pottery Co., East Palestine, O., who is spending a season at Asheville, N. C., for the benefit of his health is improving rapidly. He plans to remain in the south probably until the latter part of July.

George H. Nebhur, western sales manager for the Hanovia Chemical Co., Newark, N. J., spent the last week in this district visiting the trade.

It is currently believed in trade circles here that within a little while the affairs of the Bedford China Co., Bedford, O., which are now in the hands of a receiver will be righted. The company, so it has been said, has been laboring under a rather large overhead and as soon as these charges are lessened, the firm will continue active as before. Manufacturing and shipping continues, at present the company having a lot of Government and State contracts on file.

(Continued on page 23)



# What's New in the Market?

Here Are a Few Answers to This Question Which Will Keep Progressive Buyers and Merchants Well Posted on the New Offerings Received From the Most Representative Sources of Supply

## A Big Line with a Big Reputation

From a viewpoint of production and from the standpoint of high and uniform quality, the comprehensive lines of perfected earthenware produced by the Homer Laughlin China Co. has won a big reputation and a display of the wares of this representative American pottery at the salesroom of Cox & Co., 120 Fifth Avenue, is attracting considerable attention by buyers in the market. Among the many patterns in dinnerware the "Kwaker" shape is a conspicuously good mover and one of the charming designs is a popular narrow border treatment with inserts of roses on a rich, black ground, which brings out the dainty rose colorings to particular good advantage by this contrast. In the "Empress" the graceful shape is enhanced by a narrow border decoration in lattice effect with panels and medallions of roses placed at intervals on the faint tracery of lines. Several spray designs are also shown in these two desirable shapes and also in the "Hudson" shape, all of which are furnished with coin gold handles. In addition to the dinnerware, a full line of hotel ware is well displayed, consisting of a large showing of plain ware in rolled edge and double thick weights and many decorated patterns in double thick, comprising tasteful borders and conventional designs which are distinctly good looking.

## Phillips, Thistle & Smith Offer Attractive Values in Glassware

Glassware in a wide range of shapes and sizes, including a noteworthy display of table lines of fine quality crystal and an excellent showing of opal and cut lighting glassware in the new flat and deep type reflectors, is one of the attractions which many buyers in the market have discovered on display at the attractive salesroom of Phillips, Thistle & Smith, Inc., 1107 Broadway. Both of these comprehensive lines are manufactured by the Seneca Glass Co. and include a very handsome new tall shape in a covered refreshment jug. This newcomer of four pint capacity is procurable in the novel and charming crackled glass and likewise in a distinctive light cutting in a dainty floral design, suited for water, iced tea, lemonade, grape juice and other beverages. In addition to this new shape several attractive forms of jugs in the full pitcher shape, vase forms and cylindrical bodies are shown, with and without covers. Included in the large assortments are sets in crackled glass, plain crystal, plain optic, and in a variety of charming decorations such as needle etched loop scroll treatments, laurel wreath patterns in copper wheel engravings and artistic light cuttings in a finely executed daisy and Scotch thistle design. Another offering is a range of five glasses in crackled effect, comprising whiskey, seltzer, iced tea and tumbler sizes with or without handles. An assortment of vases in crystal, optic

and crackled glass, plain and decorated, is also deserving of mention. In illuminating glassware a particularly fine line is shown, consisting of satin finished opal bowls in several sizes, porch lights and individual electrics. The bowls are unusually attractive as to color and are embossed with a charming festoon design. A distinct novelty in lighting glassware which has but recently been received is a satin finished bowl, porch light and electrics in ground glass effect with an attractive cut pattern in floral festoon and conventional grape and star treatments. Shower sets, consisting of bowls and individual balls, are proving fast moving numbers just now.

## Hispano-Moresque Lustre Ware

Shown for the first time in the New York market by David L. and Charles L. Wise, 10 West 23rd St., who recently acquired the representation for it here, the N. O. Cederborg Co.'s line of vases, bowls, lamp mounts, compots, candlesticks, etc., in fine lustre and metallic glazes has created an unusually favorable impression. In plain tasteful shapes in imported porcelain which lend themselves ideally to the exquisite color effects, the line is one of real quality at a moderate price. The glazes are masterpieces of the decorators art, there being a certain softness and richness to the colors that is quite unusual. The various colors are golden yellow, Persian orange, pink rose, old rose, Alexandrite, American beauty, copper red, mauve, royal purple, turquoise, old blue, Rosan blue, apple green, emerald green, olive green and mirror black.

## A New Glass Candle Shade

The very newest idea in glass candle shades has been conceived by the Macbeth-Evans Glass Co., Pittsburgh, Pa. Nothing glaring has an element of artistic beauty, and a candle devoid of an appropriate shade becomes a detriment to any well furnished room. The delightful glass candle shades manufactured by the above concern have characterized the finest and most delicate tones in coloring and artistic decoration. The need for a substantial candle shade has been a long felt want, and with these beautiful light dims in varied shapes and designs, gives all that is desired in perfected light. These come packed for the dealer in attractive cartons, each boxed separately for counter or window display. Besides this helpful sales talk, the above concern is launching an advertising campaign in eight of the most popular consumers' magazines during June, July, August and September which will tell the world the whole story in convincing text and harmonious coloring how these unusual glass candle shades have demonstrated their usefulness and pleasing lighting effect. The above firm has a comprehensive showing of these desirable candle shades at their New York show rooms, 19 West Forty-fourth Street.

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

## GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

THE glass trade this week presents two interesting features, one showing that collections are good, and the other indicating many buyers are requesting that orders for immediate shipment be held up until July 1. This is due to the fact that buyers want to take advantage of the reduction in freight rates which becomes effective on that date. Many have been wrongly informed about the percentage of reduction in the freight schedule. Well informed traffic managers declare that the new sheets show that the rates on glassware have been reduced to the rates effective in 1920 plus 26 per cent. Since 1920 there have been several increases authorized. Therefore the rates that became effective July 1 show a reduction over current tariffs of between 10 and 11 per cent. Clauses in the new order provide, however, that where greater reductions have been authorized during the last year, the old rates continue. Glass sand, therefore, remains at its current rate, whereas if the new tariff was applied the rate would be higher than now paid.

"Collections are exceptionally good," declared the credit manager of a large glass concern in this district this week. "I've been watching our checks for many weeks, and I am safe in saying that at least 95 per cent of the remittances have shown where the 1 per cent discount has been taken, and this means that accounts are paid within 10 days. This proves to us that business is improving and that distributors are turning their stocks over, and that they are having good collections."

William J. Dillon, for many years salesman for the United States Glass Co., and more recently associated with the Mortimer Glass Co., is very ill at his home. He has been unable to be at his office for many weeks.

Harry A. Ross, sales manager for the Pittsburgh Lamp, Brass & Glass Co., has been spending the last two weeks visiting representatives of this firm in the western territory.

Charles P. Schuller, showing the lines of the Empire Glass Co., of Flemington, N. J., was displaying the line at the Fort Pitt Hotel last week. The new patterns displayed by this firm during the January exhibit have proved active sellers during the first two quarters of the year.

The plant of the Pittsburgh Cut Glass Co., which has been located in the Phipps Power Building for several years, has been removed to Beaver, Pa.

Lee Schoenthal, buyer of glass and dinnerware for the Gimbel Store, New York, and H. B. Holleb, occupying the same position with the Milwaukee store, were in the

district for several days last week. While here they visited the East Liverpool district.

Walter Jones and Samuel Frazier, western salesmen for the United States Glass Co., are now at the home office, having returned from an extended trip over their territory. Don Fisher is still covering the southern territory.

The lines of the Jefferson Glass Co. were displayed at the Fort Pitt Hotel last week by A. L. Brunn.

An item being shown for the first time by the Pittsburgh Lamp, Brass & Glass Co., and which has considerable merit is a triangle electric exit globe made from Kopp's Royal Copper glass. The shape of the globe is such that it can be placed in a corner and the large letters of the word "Exit" read from the three sides, or it can be read from three sides when placed over a door. The glass is a deep ruby effect, while the large letters show up black. It is a specialty that can be used in all character of buildings. Samples will be forwarded all resident sample rooms at once.

Fire caused very slight damage at the plant of the Co-Operative Glass Company at Beaver Falls, Pa., a few days ago. Quick work on the part of the fire department was appreciated by the management and operations have not been interrupted.

A general line of glassware is to be made in the new plant of the California Co-Operative Glass Company, which will be placed in operation at Los Angeles the latter part of July. The plant is the only one of its character in that section of the Pacific Coast.

The United States Glass Co. is showing for the first time a coaster made of blue glass, the base being about  $3\frac{3}{4}$  inches in diameter. To their Queen Anne line, this company has also just added a two-handled candle stock and an oblong sandwich tray, also a low-foot goblet. The Factory "K" of this concern has also put out a high and low foot comport in a plain and Jacobean stem. Their new cut "Harding" pattern in blue and canary transparent has proved one of the most attractive designed this year.

New business is being received by the majority of glass factories in more liberal volume than even a month ago. Mail orders are not as spotty as they were, and there is a slight tendency on the part of some department store buyers and jobbers to anticipate merchandise in more liberal volume than has been the general rule this year.





*"More than an office building"*

## THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue  
at Madison Square

New York

## Where Leaders Congregate

Successful advertising and service of unequalled excellence have brought The Fifth Avenue Building to the forefront as an institution of national reputation. This advertising, which has made the building almost as well known as the famous streets which intersect before its doors, is an illustration of the unusual service enjoyed by the occupants.

The advantage of association with an address of world-wide renown has brought many of the leading firms in certain lines together under one roof—a convenience appreciated by visiting buyers. For instance, so many manufacturers of Crockery and Glass have opened sales offices in this building that it has become virtually the New York headquarters for Crockery and Glass.

John Rumens, of the London office of the United States Glass Co., arrived at the home office Monday and will remain in the district for a week or ten days. It is his first visit here in many years.

### What the Potteries Are Doing

*(Continued from page 20)*

George S. Brush, head of the Brush McCoy Pottery Co., Zanesville, O., who has been ill at his home for the last four weeks, is recovering and now able to be about his home.

Frank Vaughn was showing the lines of the Brush, McCoy Pottery Co. at the Fort Pitt Hotel last week.

Women who attended the Ohio Bankers' Convention in Cincinnati, recently, were conducted through the Rookwood pottery, where rare art pieces were displayed for their benefit.

Two new dinnerware patterns for September delivery were placed in the factory sample room this week by the D. E. McNicol Pottery Co. The designs are of Persian effect, done in soft colors with coin gold lines both on the flat and hollow ware. The new No. 288 white and coin gold treatment, which was also shown this week for the first time, has been bought by every buyer who has visited the sample room. The treatment is something different than has been shown heretofore by this firm.

Frank M. Ransbottom, head of the stoneware pottery of that name, also identified with the American Clay Products Co., of Zanesville, and a political leader in that part of Ohio, was one of the signers on the petition of Secretary of State Harvey C. Smith, also of Zanesville, who is a candidate for governor at the August Primary election.

From current observations, pottery manufacturers seem content with the renewing of the present wage agreement for another fiscal term. Pottery workers seem content, and it is a fact that they are paying closer attention to their jobs than at any time since the close of the war. This situation has a lot to do with steady production. At the next wage conference, some changes in the wage scale will be proposed as a matter of fact, but it would be no surprise to learn of the renewing of the present agreement with possible changes here and there, but with the base of the scale unchanged.

### Business Briefs

Gamsu Bros., Inc., Albany, N. Y., have opened a new department store at 68 So. Pearl St., with the entire fourth floor devoted to the display of toys.

The F. & W. Grand 5, 10 and 25 Cent Stores, Inc., has opened a new store in their chain at 995 Main Street, Hartford, Conn.

BOSTON OFFICE

98

MAY STREET

NEEDHAM

MASSACHUSETTS

# BOSTON NEWS NOTES

By

R. B. HEMENWAY, Representative

**A**N announcement made by the American Railway Express Company during the week which may be of interest to some New England shippers is that the company will now accept shipments for delivery in Canada, with charges collect. Since 1920 when the rate of exchange was 14 per cent this custom was discontinued. As the difference is now reduced to one per cent the company feels it may safely assume the cost of exchange and the expense of transferring the funds into U. S. currency.

Joseph L. Pindar, of Chase & Francis, who has been confined to his home for several weeks, was at his office for the first time today and put in the larger part of the day shaking hands with his many friends as soon as it became known about town that he was back at his desk. Ed. Tucker, who has been kept pretty close to the office during the time he has been away, lost no time when his partner showed up, but checked his trunks and started campaigning again. Mr. Tucker says office work is all right but a little of it will last a long time with him. Mr. Pindar is looking mighty well and lost none of his pleasant disposition during the weeks of his enforced idleness.

Charles Smith of the Timothy Smith Co., Roxbury, has started on his vacation and plans to have a good long rest which he certainly is entitled to have. His desk will be occupied by George Turner, his able assistant, while he is away.

Sol Rosenberg of B. Goldberg and Sons, Lawrence, starts from New York on the 28th for an extended trip abroad with Mrs. Goldberg. His objective will be Jerusalem, where he will visit his father whom he hasn't seen for a number of years. He will land at Brest but Marseilles and Port Said are on his itinerary.

William O. Kahn, superintendent of Factory F, United States Glass Co., was in Boston for several days during the week in conference with Murt Lovell, the New England representative of the company. Mr. Kahn is the first of the "Pittsburgh crowd" to visit Boston since Murt has had the new display room in order and says the rest of the bunch will have to "step some" to beat it.

Other visitors of the week included John Hall of the Shepard Co., Providence, Everett Mills, R. A. McWhirr, Fall River, and A. J. Lyman of the H. E. Rainaud Co., Meriden, Conn. Mr. Lyman made his headquarters at George A. Granville's office at 111 Summer Street.

W. H. Gilbert, buyer of dinnerware, glassware and house furnishings at Duttons' Roxbury Store, Inc., Rox-

bury, has resigned from the Dutton staff to enter business for himself, but is not prepared to announce his plans just at present.

## Business Briefs

The Palo Alto Toy Co., Oakland, Cal., has been incorporated with a capital of \$250,000.

The Franklin 5 cent and \$1 Stores, Inc., has opened a new store at 73 Court Street, Binghamton, N. Y. The company, with headquarters in Buffalo, now operates 11 other stores in the state. Housefurnishings are an important item in the stores of this concern.

Stewart's Department Store, 164 Market Street, Newark, N. J., has been incorporated with a capital of \$125,000.

The Kiddie Town Products Co., Seneca Falls, N. Y., will move its plant shortly to Rochester, N. Y.

The Rudolph Wurlitzer Mfg. Co., one of the largest manufacturers of musical instruments in the country, has broken ground for a new toy factory at Martinsville, N. Y. It is expected the plant will be ready for operation in July.

Elfred Bros., Inc., Charlotte, N. C., are planning to erect one of the largest department store buildings in the south at an estimated cost of \$300,000.

The Statler Manufacturing Company, 21 North Liberty Street, Baltimore, Md., manufacturer of toys, has increased its capitalization to \$50,000.

A new Gift Shop, known as The Blue Lantern, 76 So. Third St., Columbus, O., has been opened by Marjorie Burnett.

William Schwartz, who runs a notion store in New York, has opened a new 5, 10 & 25 cent store in Metuchen, N. J.

S. Baker & Son, 35 North Front Street, Kingston, N. Y., have opened a new housefurnishing store where a full line of high class goods are modernly displayed. The firm have conducted a similar store on the Strand for the past 36 years with a wholesale house on Broadway and Ferry Street. The Strand store will be continued and another store will soon be opened in Rahway, N. J.



# In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

By BEATRICE MILLER WISNER

## Stepping Stones to Summer Trade

**B**ECAUSE the spring rush on culinary devices has been active during the May moving period, there is no reason to believe that there will be a lax demonstration of sales during the coming summer months. In fact, just after moving day things have to be straightened out in the new home and there is more time to take inventory of essentials in the kitchen department, and a sort of talk-over meeting occurs with members of the family to determine what is needed to replace the cast-aways or broken articles. Aluminum and porcelain ware are the pride of every well regulated household and the mistress of the kitchen will see to it that these necessities are kept up to full quota, hence the replenishing and renewal of these excellent products. Even the small articles, egg beaters, cream whips, fruit slicers and graters must be bought anew, for these small articles are more apt to have been mislaid or lost in the chaos of moving day. The coming summer months means stimulated sales in all these kitchen accessories. Keep the ball rolling and advertise your small wares and culinary devices just as forcibly as your larger items.

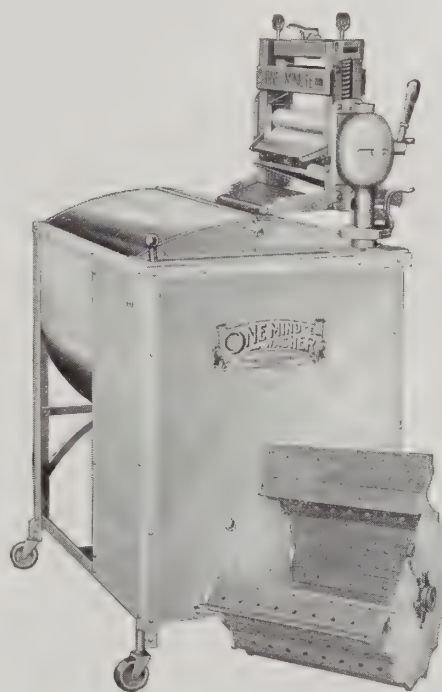
## A Hundred Per Cent Canner

With the reduced price on sugar and fruit, this year promises to be a red letter day in the canning industry. Every wise housewife is looking for a canning outfit which is both efficient and inexpensive. Charles A. Postley & Son, 2 East 23rd street, is offering a new and extremely practical tin canner which retails at \$1.00. This canner is sturdily built and will accommodate four quart jars or four pint jars at one time. It can also be used for a ham boiler when not on preserving duty. Among Mr. Postley's extraordinary lines is a new and very attractive white glazed pottery sink strainer, for which Mr. Postley has secured the sole agency. This neat strainer is an innovation in sink strainer products, as it will not rust or become unsightly with usage. It is absolutely sanitary, and can be also used for a small colander for fruits, etc. It is tidy and attractive for use with white enameled kitchen accessories. Another line which is causing much attention is a full assortment of serving trays with polychrome frames, bottom underlined with cretonne in fascinating and seasonable designs, blue birds and glorious floral patterns bringing a spring-time and summer decoration in harmonious coloring. A full line of rolling pins, opalite, crystalite and Disc wood comprise only a small part of the Postley lines, which are some of the best selling inducements of the several representative manufacturers shown to advantage.

## Minute Washing Conserves Hours

In this "whirlwind" twentieth century there is no time to waste over old-time kitchen utilities. Up-to-the-minute devices have taken the wind out of the sails of the old type primitive culinary necessities. Successful manufacturers have realized this situation and through much thought are able to cope with the speed-up problem. With the manufacture of washing machines for twenty-one years, the One Minute Manufacturing Co., Newton, Ohio, has been able to perfect a new model electric washer in their Cabinet type. The cylinder of this new washer is made of maplewood slats with aluminum ends. Each pair of slats is apexed and thirteen pairs make up the cylinder. In each stave are eight holes through which are forced streams of water upon the clothes. The new Rotary Electric is a combination of the oscillating type, the cylinder type and has the added feature of intense water agitation caused by the holed apexes. A safety stop makes it impossible for the cylinder to be thrown

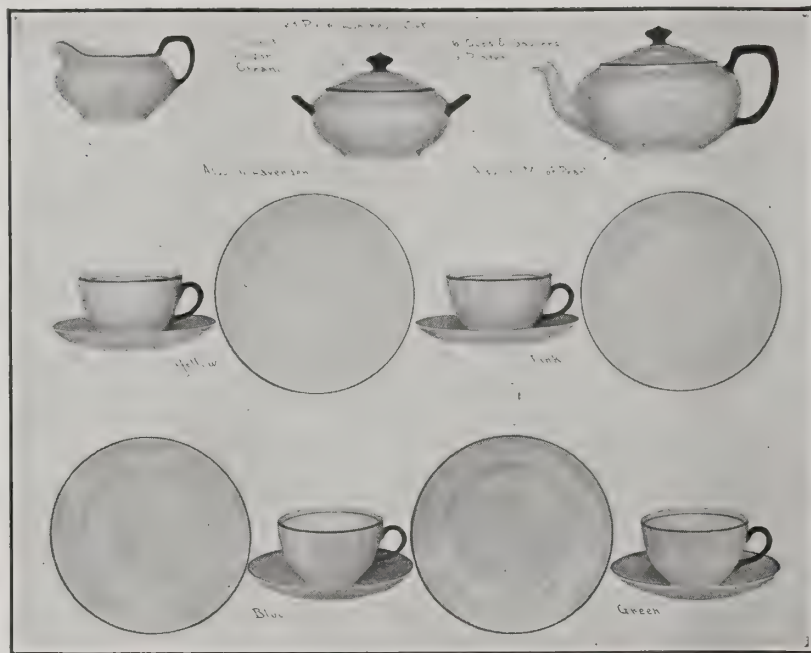
out of gear when lids are open. The wringer is four position, swinging reversible. Tub is best copper and frame is entirely of steel. The machine is extremely smooth running and although the parts are enclosed they are easily reached from one end. Gears operate in a crank case on the same principle as automobile gears, with a continuous



lubrication of oil while machine is in operation. The above splendid features have made the One Minute Rotary Electric one of the best selling machines on the market and reasonable price commends its use to far-sighted consumers.

The above concern has struck a happy note in the name of this estimable product, which explains in a few words the efficiency and rapid service of this washer.

# Lines to Use as Special Features



23 Pieces—Tea Pot—Sugar—Cream—6 Plates and 6 Teas

## 23 Piece Luncheon Sets

Six colorings

*Fine for Weddings*

Brighten up your stock

Wonderful Sellers

They come in  
Yellow, Green  
Pink, Lavender  
Blue, Mother of Pearl

*Try them*

They are beautiful

**THE D. E. McNICOL POTTERY CO., East Liverpool, O.**



## "THE HOUSE OF CUPS AND SAUCERS"



Immediate Shipment  
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China Ware, Housefurnishing  
Goods, Baskets, Dry Goods,  
Toys and Novelties, etc.



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TAIYO TRADING CO., LTD.

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325 W. Madison St.  
Chicago



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE  
312  
SOUTH  
CLARK  
STREET

RETAIL trade in Chicago continued good in spite of the extremely hot weather for the past two weeks. Much of the buying has been in the housefurnishings and gift departments and the buyers being June brides and shoppers buying presents of china, glassware, linen, silverware, etc.

K. N. Austin, crockery buyer from Battle Creek, Mich., visited the Chicago market recently.

A. Frazier, representing the Beaver Valley Glass Co., was exhibiting his line at the Palmer House last week.

Mr. Forline, whom it was intimated in this column a month ago would make a permanent Chicago connection, is now assistant to John Ling, crockery and glassware buyer for Mandel Brothers. Mr. Forline was formerly buyer for Rike-Kumler Co., Dayton, Ohio.

Oscar Helm, of Helm & Soukup, returned this week from a business trip to Minneapolis, St. Paul and Duluth section. Mr. Soukup reports the sale of glass spoons as very brisk, due possibly to the coming of "lemonade and ice tea weather." This concern sells the Martin line of glass spoons.

Lewis H. Simpson, factory representative, 17 North Wabash Avenue, made a trip East last week to confer with some of the heads of factories he presents.

Harvey Moniger of the Wellsville China Co., Wellsville, O., left Chicago, Tuesday of last week, after showing his line at the Palmer House for a week.

George T. McNicol, manager of the Chicago office of the Potters Co-operative Co., will leave Chicago of June 16th for his home in East Liverpool, O., where he will spend a three weeks' vacation, returning to Chicago after the fourth of July.

W. T. Darden, connected with the Chicago office of the Albright China Co. is now making a two-weeks' trip in the South. I. E. Mincks, Secretary of the company is in charge of the Chicago office.

The Cliftwood Potteries, Inc., Morton, Ill., received a state charter from the Secretary of State last week. The capital stock of the company is \$60,000 and the incorporators are Mathew Rapp, John W. Rapp and S. M. Rapp. The company will manufacture pottery and earthenware.

Almco Lamps are included in the "Piano Lamp-Show" being held this week at Lyon & Healy's, Chicago's largest musical house. These lamps and others, including 36 dif-

ferent styles are offered on sale at a range of prices covering different shapes and materials, and are being sold on an "80 cents-per-week" plan.

Nihigian Brother, one of Chicago's leading carpet, rug and art goods firms was incorporated last week for \$300,000. Those interested in the company are A. H. Nahigian, M. H. Nahigian and F. A. Nahigian. Their retail store is located at 30 South Wabash Avenue. They formerly had a branch store in New Orleans, but this was closed out about two years ago.

H. A. Jacobs, novelty buyer from Minneapolis, Minn., was in the city recently on a buying trip.

C. D. Allen, jewelry and cut glass buyer for a store in Delta, Colo., was among the visiting buyers last week.

The Boston Store is running a special sale of American Cut Glass in "June Bride Assortments" this week. Among the items offered is an attractive seven piece water set in heavy floral cutting for \$9.95.

J. M. Baker, furniture and crockery buyer from Taboro, N. C., was in the city last week.

D. F. Kelly, manager of Mandel Brothers, told of the plans for the second annual Chicago Pageant of Progress to be held on the Municipal Pier next summer, at a luncheon of the Association of Commerce last week. This big trade exposition, having with it untold entertainment features brought several hundred thousand people to Chicago last year and among them many merchants and buyers from all parts of the country. This year the Chicago Gift Show at the Palmer House will be under way for one week during the second Pageant of Progress. Buyers of gift Merchandise will not only be able to inspect the lines of merchandise shown at the Palmer House, but will have the big trade show on the Municipal Pier as an added inducement to make their trip to Chicago worth while. In the mean time, the Chicago Gift, Art Wares and Novelties Association, in charge of the Palmer House Gift Show are busy arranging the details and making room reservations for manufacturers and selling organizations who wish to take advantage of this gathering of buyers of gift items. Attempts are being made to secure another floor from the hotel for the exhibit. One solid floor of the two floors allotted to the gift show has already been sold, and from the present outlook it is expected that a third floor will be needed to accommodate all the manufacturers desiring to exhibit. For information write the president of the Chicago Association, W. C. Owen, 17 North Wabash Avenue.

# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## THE PALMER HOUSE

invites you to inspect  
the following lines.



**Albright China Co., Room 25**  
Fine Dinnerware and Fancy China.  
I. E. Mincks, Sect'y and Manager.  
W. T. Darden, Mgr. Sales.  
Phone, Dearborn 4700

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Midwest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden Co., Room 51**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Transpore Cloth Corp.

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking Ware and Tea Pots, plain and decorated.  
Aluminum for special sales and high grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear, 4700

**E. M. MEDER**  
17 North Wabash Avenue  
Chicago

*Manufacturers' Representative*  
Dinnerware, Glassware, Lamps,  
Willow-ware, Nickel, Copper  
and Silverware

**KELLY & REASNER**  
17 N. Wabash Ave.

*Representing*  
McKee Glass Co. N. Northwood Co.  
Indiana Glass Co. D. C. Jenkins Glass Co.  
Eagle Mfg. Co. Mound City Glass Co.  
Bonita Art Co.  
Geo. R. West & Sons.

**A. G. HALLGREN**  
Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.  
*Representing*

**MERCER POTTERY CO.**, manufacturers  
of Quality Dinnerware and Hotel Ware.  
**IROQUOIS CHINA CO.**, manufacturers  
of Vitrified Hotel and Restaurant China.

**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*

Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from  
Chicago)

**FRENCH CHINA CO.**

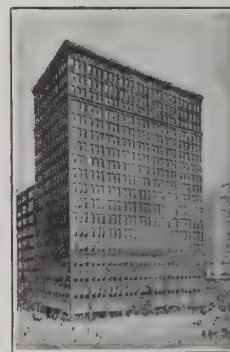
*Office and Display Room*  
136 West Lake Street

**KAY BEE CHINA WORKS**

*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

**HEYWORTH BUILDING**

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

The John S. Ward Co., not Inc.  
Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shade

Your "sales message" in this space  
will bring new business.

**THE McANULTY CO.**

Aluminum for special sales  
Copper and nickel plated ware  
17 North Wabash Ave.

**FOSTORIA GLASS CO.**

Chicago Display, 806-7-8 Masonic  
Temple

Flint Glassware, Harry G. Dalzell  
Pressed and Blown Phone  
Etchings, Cuttings Central 3497.  
and Iridescent.





# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## LIN-O-LITE SHADES

An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

**VOLKMAN & CO.**  
3223 W. Lake St.

## THE UNITED STATES GLASS CO.

Room 409, 30 E. Randolph Street  
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

*This space open to a progressive Chicago advertiser. Phone Wabash 860 for rates.*

## THE LIMOGES CHINA COMPANY

*Represented in Chicago by*  
**JOHN G. EDMUNDS**  
1319 Michigan Ave.

*This "card" can be made to yield big dividends. Phone Wabash 860 for rates.*

While in Chicago Visit

**STETSON CHINA CO.**  
1535-37 S. State Street  
Phone Calumet 0876

We are prepared to make immediate shipments.

*Gra A. Jones Co.*  
17 North Wabash Avenue  
Chicago

## Announces

their removal from 17 North Wabash Avenue to more commodious quarters in

**The Burley Bldg.**  
9 N. Wabash Ave.  
Chicago

## EARL W. NEWTON

and Associates

## Announce

the removal of their display room from the Heyworth Bldg. to larger quarters in

**THE BURLEY BLDG.**  
9 N. Wabash Ave.  
Chicago

## LEWIS H. SIMPSON & CO.

17 N. Wabash Ave.

## Representing

Athens Glass Co., Fenton Art Glass Co.,  
Huntington Tumbler Co., New Martinsville Glass Mfg. Co., H. R. Wyllie China Co.

## JOYCE ART STUDIO

Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.

Phone Austin 1500

5006 WASHINGTON BLVD.

## TOLPIN STUDIOS

### FINEST DECORATED CHINA

Specializing in gold encrusted dinnerware, Pompeian Lustre, and hand painted china for gift shops and department stores.

36 Roosevelt Rd. Phone Nevada 7046

## HISPANO-MORESQUE

### LUSTRES & METALLIC GLAZES

Vases, Bowls, Lamps, Comports, Candlesticks

**THE N. O. CEDERBORG CO.**  
Chapman Block, Aurora, Ill.

## WALTER B. ANDREWS

30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405

## Representing

MONONGAH GLASS Co.  
CO-OPERATIVE FLINT GLASS Co.  
THE DUNCAN & MILLER GLASS Co.

## Imported overglazed CHINA COLORS

Powdered or Mixed for Use  
Everything for China Decorators  
**PILKINGTON MANUFACTURING CO.**

3223 W. Lake Street Chicago

## HELM & SOUKUP

*Representing Manufacturers of:*  
**TABLE AND ILLUMINATING GLASSWARE**

## Import and Domestic

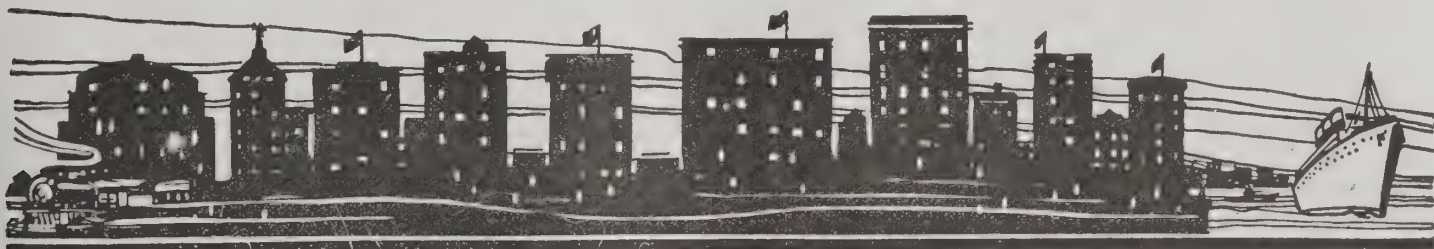
*Display Rooms*

17 NORTH WABASH AVE.

## PLATINUM Encrusted China— The Latest

A most wonderful treatment in Bright and Dull finish. Guaranteed to wear and the BEST Seller. Your line is not complete without

**KITTLER'S PLATINUM CHINA**  
2116 Hudson Avenue, Chicago  
Phone DIVERSEY 3357



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# W A N T E D

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Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

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## HELP WANTED

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**W**ANTED—High grade Commission Men that travel thoroughly the Southern and Western territory. Those that know the jewelers, gift shops, department stores and other dealers for a first class line. Box 180, care CROCKERY AND GLASS JOURNAL.

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## SITUATIONS WANTED

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**A**GGRESSIVE, THOROUGHLY POSTED China and House Furnishing Buyer wants to make other connections for August 1st. All references, six years in present position. Box 179, care CROCKERY AND GLASS JOURNAL.

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Sole Owner of the Patent

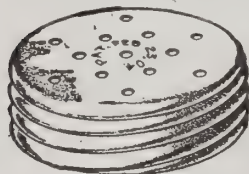
**Celluloid Cap & Metal Ring Co., Inc.**

NEPERA PARK, N. Y.

**Celluloid "Salt and Pepper" Caps**

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and are also prepared to supply special sizes to order. Write us for prices and samples.




---

## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars, Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.  
New York Office: 290 Broadway.

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## U. S. Ceramic Notes

English china clay is preferred to Georgia kaolin by many American potters. In comparing the two it is found that the English clay disintegrates in water more readily, produces a body which casts more satisfactorily, gives lower drying and bisque losses and requires less linseed oil to produce a spreading condition for oil cloth and produces a paper of better finish and more resistant to moisture. In preliminary work by the Bureau of Mines it was found that after calcining Georgia kaolin to low temperatures (500°-600° C.) it possesses properties similar to the English china clay, i.e., its absorptive properties are decreased to that of the English china clay and the rate of capillary flow and the permeability of water is increased. Further tests are to be made to determine its commercial feasibility. The effects of ageing the calcined clay in air and water are to be studied to determine how far the calcined clay will revert to its original state and also to study the varieties produced by different calcination tempers.

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At the Ceramic Experiment Station of the Bureau of Mines, Columbus, Ohio, a study of electric furnace refractories is to be undertaken. A study is to be made of the development of these refractories and the measure-

ment of their electrical conductivity at different furnace temperatures. The investigation will probably consume more than a years' time.

---

Super-refractories should be burned at the highest possible temperature. The electric furnace would be highly desirable. Electric furnaces of various designs will be built at the Northwest Experiment Station of the Bureau of Mines at Seattle, Wash., and used in burning super-refractory shapes.

---

A study of the Cretaceous and Tertiary fire-clay deposits of western Washington and of the residual kaolin-like material of eastern Washington, in preparation for an increased demand for high-grade fire-clay refractories, has been completed at the Seattle Station of the Bureau of Mines. Further work on silica and other refractories will be carried on as time permits.

---

The investigation of dolomite cements will be continued at Columbus, Ohio, by the Bureau of Mines. Free lime in dolomite cements, calcined above 800° C. causes excessive shrinkage and cracking in the finished cements. Dolomite cements, containing practically no free lime, may be prepared by calcining the rock at a sufficiently low temperature (below 800° C.) to decompose the magnesium carbonate but not the calcium carbonate. The investigation will consist of calcining dolomite at a temperature high enough to decompose both the magnesium and calcium carbonates and adding suitable agents to react with the lime. By such a procedure the troublesome effects of free lime are neutralized and the cementing properties of the lime can be used to advantage.

---

Work is to be continued by the Bureau of Mines in dead burning dolomite for refractory purposes. In previous work dolomite brick were made which stood six months storage in open air after which they disintegrated. The new work will consist of using highly aluminous fluxes in order to make a more stable product. Experiments in treating the fire brick by soaking them in sulphate solutions will be undertaken thus converting the uncombined lime to the more stable calcium sulphate.

---

In previous work done at Columbus, Ohio, by the Bureau of Mines, it was found that the methods used in measuring the fineness of grain of clay is not refined enough for many clays. By means of sedimentation a much finer classification of the extremely fine clay particles was obtained. Further work will be done by the Bureau in order to study the colloidal condition by means of the ultramicroscope.

---

After ceramic ware has reached its temperature of highest fire it is held ("soaked") for varying lengths of time, depending upon the body composition, in order to bring out the color and develop certain body changes. It



# The Roessler & Hasslacher Chemical Company **NEW YORK**

Cleveland, O.

Chicago, Ill.

Trenton, N. J.  
New Orleans, La.BRANCHES:  
Boston, Mass.  
Pittsburgh, Pa.Philadelphia, Pa.  
Kansas City, Mo.

San Francisco, Cal.

Fac-Simile of Label,  
"MADE IN AMERICA."

## Liquid Bright Gold

Overglaze—Colors—Underglaze

Liquid Lustre Colors—Oxides and  
Bodies for Decorating and  
Coloring

America's Leading Ceramic Material House

## CHEMICALS

## Minerals and Oxides

—for—

Pottery, Glass, Enameled Ware, Tile,  
Clay Products

HIGHEST GRADES.

# Bryce Brothers Company

MOUNT PLEASANT, PENNSYLVANIA

NEW YORK OFFICE, 240 FIFTH AVENUE  
Representative, J. Duncan DithridgeBOSTON OFFICE, ROOM 114, YOUNG'S HOTEL  
Representative, Robert W. Corey

Manufacturers of

Blown Lead  
Glassware

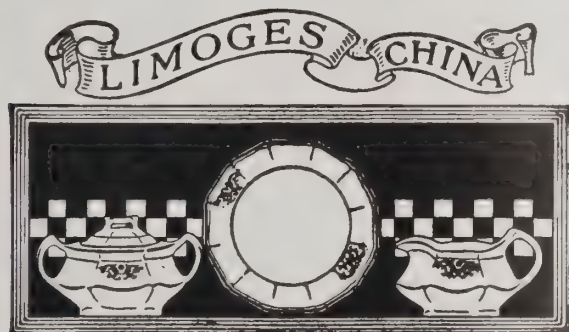
In Crystal and Colors

TRAVELING REPRESENTATIVES:

W. H. Duval

Myric W. Bryce

Harry C. Smallwood



THE LIMOGES CHINA CO., SEBRING, O.

REPRESENTATIVES:

New York, Edward B. Dickinson, 200 Fifth Ave.  
Chicago, John G. Edmunds, 1319 Michigan Ave.

## "ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY  
FRUIT AND FLOWER BOWLS  
CANDLESTICKS, VASES  
JARDINIERS, ETC.

in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.

South Zanesville, Ohio

is proposed by the Bureau of Mines to ultimately determine the components present through phase rule investigations, and if extra analysis proves as satisfactory for this type of work as would at present seem likely, it is expected to use it in conjunction with the older method. A great deal of preliminary investigation upon simpler systems must necessarily precede this work.

In order to keep in touch with the needs and development of the local ceramic industry, the ceramist of the Northwest Experiment Station of the Bureau of Mines at Seattle, Wash., will maintain close contact and cooperate as much as possible with those engaged in this industry. He will conduct occasional short investigations on such subjects as a study of the white-ware possibilities

of the State of Washington, a survey of the raw materials for a glass industry within the State, and such others as may present themselves in the course of events.

### Business Briefs

The Jarvo Hot Corporation, manufacturers and dealers in cooking utensils and household goods, was incorporated under the state laws of Illinois last week for \$2,000. Headquarters will be maintained at 111 W. Jackson Blvd., and those interested in the firm are E. H. Jarvis, Harry C. Barnes, and Joseph A. Feldman.

Involuntary bankruptcy proceedings have been filed against Harry L. Cohen, doing business in Lewiston, Me., as the Bell Department Store.

# New York Directory

## IMPORTERS

**FERDINAND BING & CO.'S, Successors,**  
67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

**EDWARD BOOTE, 35-37 West 23d St.**  
Cauldon China, Wood & Sons' Earthenware, Gibson & Sons' Teapots

**GEO. F. BASSETT & CO., 73 Barclay St.**

"The Dinnerware House of America."

**L. D. BLOCH & CO., 37-41 East 18th St.**  
Importers of China and Glass, Mfrs of Lamps, Shades and Novelties.

**COPELAND SPODE CHINA AGENCY, 43 West 23rd St.**

Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

**CZECHO-SLOVAK COMMERCIAL CORPORATION OF AMERICA, 141-151 Fifth Ave.**

Czecho-slovak glass and china of every description. Lighting Glassware, Dolls, Toys and Novelties. Telephone—Ashland 7640.

**JOHN DAVISON, Inc., 14 Barclay St.**  
English China, Earthenware and Glass.

**A. J. FONDEVILLE & CO., 135 Fifth Ave.**

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

**OTTO GOETZ, 43 Murray St.**

Importer of Crockery, China and Glassware for immediate delivery.

**HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.**

**HAVILAND & CO., 11 East 36th St.**  
The Famous "Haviland China" known since 1840.

**KWONG, YUEN & CO., Inc., 253 Fifth Ave.**

Importers of Chinese and Japanese Goods. Telephone—Madison Sq. 9656.

**HERMAN C. KUPPER, 52 Murray St.**  
Ahrenfeldt French China.

**MADDOCK & MILLER, 54 Murray St.**  
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros' Teapots, Wileman & Co., China.

**G. E. MEISSNER, Importers and Commission Merchants, 108 East 16th St.**

Aluminum Cooking Utensils, House-furnishing Specialties, Dolls and Toys, Vacuum Bottles and Novelties.

**MOGI, MOMONOI & CO., 105-107 East 16th St.**

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

**MORIMURA BROS., 53-57 West 23d St.**  
Japanese Goods.

**LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.**

Formerly M. Redon. Alfred G. Mo- ment, Agent.

**PERCY N. LEYLAND, Inc., 184 Fifth Ave.**

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

## The Fifth Avenue Building



**Uptown Headquarters  
for the  
Pottery Glass China  
Metal Goods and House-  
wares Trades**

**WM. S. PITCAIRN CORPORATION,**  
104 Fifth Ave.

Grindley, Doulton. Furnival.

**PAUL A. STRAUB & CO., 105-107 Fifth Ave.**

Tirschenreuth Dinnerware, Specialties in glassware, etc.

**ROBERT SLIMMON & CO., 96 to 102 Church St.**

A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

**L. STRAUS & SONS, 42, 44, 46 Warren and 116 Chambers Sts.**

Importers and Manufacturers.

**TAIYO TRADING CO., Inc., 101 Fifth Ave.**

Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

**B. TOMBY, Inc., 9 East 47th St., Representing:**  
Royal Berlin, Royal Dresden, Lorenz

Hutschenreuther, Koenigszelt, Paul Mueller, Royal Nymphenburg, Reinhold Schlegelmilch, Royal Karlsruhe Majolica.

**JUSTIN THARAUD, 24 West 23d St.**

Sole agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

**VOGT & DOSE, 65 Barclay St.**

Open stock dinnerware patterns. White China for decorating.

**J. H. VENON, Inc., 104 Fifth Ave.**

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

**KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.**

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

## DOMESTIC GLASSWARE

**BONITA ART CO., Cox & Company, Representatives, 120 Fifth Ave.**

"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

**CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.**

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

**DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.**

Colored and Iridescent Glassware.

**ECONOMY TUMBLER CO., Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.**

Fine blown tumblers and stemware.

**FOSTORIA GLASS CO., 141-147 Fifth Ave.**

Pressed and blown glassware. John Nixon, Representative.

**GILLINDER & SONS, Inc., 224 Fifth Ave.**

Lighting glassware, glass specialties.

**LANCASTER (O.) GLASS CO., Fred Skelton, Representative, 200 Fifth Ave.**

Pressed ware, lamps, tumblers and novelties.

**UNITED STATES GLASS CO., Albe- marle Bldg., 24th St. and Broadway.**

Pressed and blown glassware.

## LAMPS, SHADES AND LIGHT-ING GLASSWARE

**ARMOR BRONZE CO., Factory, Gar- wood, N. J. Showrooms, 236 Fifth Ave. and 67-69 Irving Place.**

Manufacturers of metalized lamps, lighting fixtures, art objects, book- ends, etc.



ESTABLISHED IN 1874

PHONE STUYVESANT 6052

# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

**CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS**

Published Every Thursday

By

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45 EAST 17th STREET NEW YORK

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United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies	10

## BRANCH OFFICES

Chicago

J. H. SMYTHE  
312 South Clark St.

Boston

R. B. HEMENWAY  
98 May St.  
Needham, Mass.

East Liverpool  
and  
Pittsburgh

M. K. ZIMERMAN  
215 West 6th St.  
East Liverpool

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STILLMAN TAYLOR

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Art Director  
ROBERT BAUER

VOL. 94

JUNE 22, 1922

No. 25

## AS THE EDITOR SEES IT SPEEDING UP SALES

WHILE speeding up sales is a very important factor in the efficient management of any store, mere speed will not accomplish very much. The making of a speedy sale must be interpreted to include satisfactory service which will completely satisfy the customer. The customer must not be hurried, for this will result in irritation and annoyance. The goodwill of the public must be carefully considered, for the greater the goodwill possessed by a store, the larger its sales volume will be. Profits and goodwill are so closely associated that each must be considered with the other. But by striving for greater efficiency in selling, which includes a competent and well trained salesforce and the close cooperation of the store, the speed of sales may be often increased in the average store as much as 15 to 25 per cent.

AS pointed out on this page last week. There is a standard in selling at retail which, if maintained at the level suggested, cannot fail to steadily build up the goodwill and patronage of any store. A good many salespersons are selling goods on this efficient plane, but a much larger number are falling far short of it. Good values is the magnet for attracting customers but efficient salesmanship is the only sure way to keep customers. The salesforce of the store has therefore a very important duty to fulfill. The work is not easy but it may be made very interesting if the salesperson takes advantage of the opportunities offered to increase the efficiency of selling goods that satisfy.

BUT no matter how well trained in merchandising selling the salesforce may be, it is quite obvious that the cooperation of the store must back up the selling force in a whole hearted way. Speed on the part of the salesforce and good stockkeeping on the part of the

store are co-relative factors that create big volume and turn stocks into profits.

To have a good turnover it is important to invest in as large a stock of goods as possible to carry, for this extends the field with which the store transacts business. By offering a large variety of goods a greater volume of business will be done and by buying more often in comparatively small lots the merchant maintains a good rate of turnover. All successful department stores do this, and while a big store places large orders, you will invariably find that it never buys heavily of any one item but spreads the merchandise investment out well to give as a big a variety as possible. This careful buying cuts down the loss occasioned by mark-downs and gives a high rate of turnover.

AND not only is it the duty of the firm to carry a good variety of merchandise but it is likewise important that stocks are kept as complete as possible. How much capital should be invested in merchandise is a financial matter, a simon-pure business proposition which need not be discussed here. A complete stock is essential for the successful carrying on of a retail enterprise and next to this is a well located stock. It is up to every store to locate stocks most advantageously and not to shift them about when a good location has been found. Fresh stocks from reserve should be added to keep them adequate for all needs. This insures that the sales force will not lose much time in looking for anything needed for any particular sale.

GOOD educational advantages in the way of selling instructions, are almost indispensable in any store, employing over half a dozen salespeople. The big stores  
(Continued on page 34)

# Ideas That Register Something Different

Here are Two Out-of-the-Ordinary Merchandising Plans That Put Pep in Sales and Invited Crowds Into the Store By Giving Customers Something to Think and Talk About

By P. REMINGTON



ONE of the significant facts of merchandising today is that customers are attracted in profitable numbers to the store which is thoroughly up-to-date and displays its wares and advertises its goods with careful consideration for the customer in its publicity. People will even prefer to shop in a modern store, when just around the corner there happens to be an old-fashioned store which carries a very much larger line of the same goods. There is a very human reason for this, and the reason is that the majority of people like to trade where they find merchandise attractively displayed in inviting surroundings. Goods and prices must be right, of course, to make sales, but while only a comparatively few merchants make mistakes in these things, a very large number do make mistakes in advertising and display.

Selling goods of any kind in any way, be it woolen socks or pianos, is largely a psychological transaction. A certain number of people can be depended upon to come into a store with a definite want in mind and if the store carries the goods required, the goods are sold without effort. But this is not salesmanship in the modern definition of the word. It is nothing more or less than order taking by a human lead pencil. It calls for no real thought and but little intelligence upon the part of the salesperson, for the customer has sold herself.

Aggressive stores do not wait for customers to come in and buy goods merely to fill their needs, but spend a great deal of time and money in inviting customers to buy through well written printed messages which are cleverly worded to create new desires, not only for staple necessities but for luxuries also. Almost every conceivable appeal to persuade the public to come and buy are made use of, but the most highly successful ads are the ones which are so well prepared that the public views them as attractive pictures of the store. It is not at all difficult for even the busy proprietor of a small crockery, lamp, housefurnishing or art and gift store to accomplish this, providing the four cardinal points of advertising are used as a foundation upon which to construct the advertisement. These essentials are always found in every good ad, for no effective printed message can be written without them. If the merchant or ad man will but remember that his ad must first be seen, then read, believed and remembered or acted upon, he will have made a good start.

For our first cardinal point we have, attracting the eye. This may be accomplished by an interesting heading, by illustrations or the general attractive appearance or layout of the advertisement as a whole. The second point, that of holding the attention, is a combination of attractive display and attractive goods. The third point, that of making the reader believe, is a matter of good

and moderate English. The tone of the ad may be forcible and strong, but it must avoid extravagance. It must play up the merchandise or exploit the idea but should not result in overstatement. The point is well made if the reader is satisfied and convinced. To be remembered and be acted upon, the ad must be different and create a favorable impression. In any and every case the originality of the appeal is of paramount importance. Something newer and a little different from the ordinary is bound to create a great deal of interest, for novelty, particularly in well known and desirable merchandise

**The Kinney & Levan Company**  
ANNOUNCES AN  
**Industrial Exhibition**  
For the Week of March 13th

**BELIEVING the users of our merchandise are interested in knowing some of the processes of production, we have arranged with a number of the factories to send skilled workmen to exhibit their various trades.**

**Every feature will prove interesting to the housewife, as it will show details of production not ordinarily seen outside of the factories.**

**Our first floor will be specially arranged for this occasion, each exhibit being enclosed in booths built to accommodate the necessary equipment.**

**Making and Decorating Syracuse China**

The clay worker—expert in the process of pressing plastic clay and casting the liquid clay—will demonstrate the making of Plates and Dishes.

The decorator will show how the decorations are applied.

This exhibit will appeal to the children who are still of the mud pie age, as well as their mothers, who are interested in learning about Syracuse, the popular "Made in America" China. During this exhibition every Syracuse Pattern will be offered at a special reduction.

**Glass Engraving**

Each of the glass engravers the artist with his hammer wheel will Initial Glass Bases, Plates, Goblets and Tumblers or other pieces of glass ware that you be initiated or unengraved—this is an out of the ordinary service—that will hold the interest.

**Silver, Plating and Engraving**

Each step from the steel mold to the finished quadruple plate article is shown, then the engraver will decorate and letter. All silver purchased during this week will be engraved free of charge.

**Lamp Shade Making and Decorating**

The Shade Making Studio will design and make artistic silk and brocade shades showing every detail and decorative parchment shades in a number of attractive designs.

**China Painting Studio**

The Studio Decorators will show each detail of hand painting China—floral and conventional designs, gold banding and the new lustre work.

**White and Gold Bread and Butter Plates**—special this week with gold lines on edge and gilded—flat, rim, or coupe shape.

Specialty priced at \$6.00 doz.

**Dennison Mfg. Co. Demonstration**

Mrs. C. D. Wilson, an artist from the Dennison Co.'s New York Store, who thoroughly understands the designing and handling of Dennison materials, will give free instructions in the following:

1. The weaving of various articles from Crepe Paper Rope, which is fast taking the place of cord and raffia in the schools.
2. The making of various articles from Crepe Paper—Costumes, Placards, School Posters, Table Decorations and Party Favors are among the many interesting things shown.
3. The fascinating Needle Work Art of making Beads and Lace, and other articles both artistic and instructive.
4. An experienced milliner will teach designing and making of new and attractive Crepe Paper Hats.

Teachers and instructors in "craft" work will find this demonstration of particular value.

**Willow Basket Weaving**

The Weaver Shop will show the reason of its growing popularity. Strong, long white willow woven by hand into Tray-like Baskets, Baskets, Lamp, Hampers and many useful household articles.

**Electrical Appliances**

Coffee and Muffins made at the table—the housewife will be fascinated by this equipment. Then there are the larger labor saving devices that make housework easier and cut down the expense of outside labor.

**Domestic Science Demonstration**

What woman wouldn't be delighted with the scientifically planned kitchen—every step was considered in arranging the furniture and each article placed where it would give the greatest service with the least exertion—our Domestic Science demonstrator will show how to "substitute your heat" with a Direct Action Gas Range.

**Wireless Cooking**

The fuel-free, hot and work-saving for the kitchen. Instructions and menus will be given. This is a culinary art well worth studying and using.

Euclid Ave. at East 14th St.

featured by a well established concern, is a public invitation par excellence.



## A BUSINESS BUILDER FROM THE MID-WEST

No concern has a monopoly on ideas and there is vast amount of good ad copy written every day. Here is my idea of a good business building idea. The ad reproduced herewith announcing the Kinney & Levan Co., Cleveland, Ohio, will hold an industrial exhibition is a good one. It covers the four cardinal points of good ad writing and reflects originality. A careful study of the ad of this progressive store will afford plenty of evidence why it was successful and the consensus of opinion should

## SOON TO OPEN

### The First and Only

# Self-Service

### Housefurnishing Store

### In the United States

Steele-Smith's Entire Mammoth Fifth Floor Soon to Open as a Complete Housefurnishing Store On the Self-Service Plan

COMPLETE DETAILS TO BE PUBLISHED IN WEDNESDAY'S NEWS

WHEN our page announcement is printed in tomorrow's (Wednesday's) News, it will mark a new era in retail merchandising distribution in Birmingham.

The old time-worn methods have been replaced with the new and better plan, Self-Service. A store made up of a number of smaller stores, each one complete in itself. There will be an Aluminumware Store, an Enamelware Store, a Woodenware Store, a Glassware Store, a China and Crockery Store, a Toy Store and a Miscellaneous Store. Complete stocks will be carried in each store. Prices will be universally lower. Savings will be evident on each individual item.

ALL lines will be sold on the Self-Service Plan—the new and better plan of retail merchandise distribution. The most economical plan yet devised. Self-Service is the only plan that will permit the selling of all lines at uniformly low prices. It is a plan that guarantees savings in all lines of household needs. A plan that will, from now on, make Birmingham prices on housefurnishing goods lower.

THIS plan is the result of long and careful investigation. An earnest effort on our part to lessen living costs in Birmingham. It is a plan of pertinent economy-interest to every household in the Birmingham district. Watch for more complete details, to be announced in Wednesday's News.

Wednesday's News Tells the Story

We Give and Redeem Security Profit-Sharing Gold Stamps  
**Steele-Smith**  
1916-1920 First Ave. Birmingham Only Cash Dispensed Store A.W.B. Johnson, Pres.

See Opening Announcement in Wednesday's News

coincide with the writer, that A. E. Sealand, the advertising manager turned out a good piece of copy. Contrary to most affairs of this kind, Mr. Sealand tells us, "Special Sales were offered during the week. We were anxious to see if we could interest the public in an unusual and purely educational display. Although we were optimistic, the results were surprisingly satisfactory.

We first took the step of interesting manufacturers whose cooperation was needed to carry out our program. This accomplished, then decorations were planned. Down the center aisle of the store were booths, opened on four sides, where the items for each display were arranged.

A china booth, with two experienced workmen from the factory—a clay worker and a decorator, attracted most attention. The clay worker used plastic clay for plates and liquid clay for pitchers, and the decorator showed how decalcomania decorations were applied, but no firing was done.

In another booth table electrical appliances were displayed, where a maid served waffles made on an electric waffle iron. The larger household utilities equipment, including washing machine, ironer, dishwasher, electric cleaner and sewing machine, were all demonstrated by factory representatives. An artist from a paper manufacturer demonstrated the many uses of crepe paper and sealing wax, and a professional milliner designed and made paper hats and gave free instructions in a large section which accommodated sixty people. On one day 150 enthusiastic women were turned away, and we were asked to continue this part of the exhibition for two weeks longer.

In the scientifically planned kitchen a direct action gas range with oven heat regulator was used, and cookies and biscuits baked and served with our brand of coffee. On several days an entire meal, consisting of meat, vegetables and desserts, was cooked. One feature of the exhibition which attracted a large crowd was a colored man chopping wood, using an ordinary china plate instead of an axe and pine boards an inch thick. This was staged in one of the large show windows and proved a big hit.

Although the volume of sales was not as large as the comparing week of last year, no special drive to boost sales was made. The exhibition was not staged as a sales plan but as an educational display, and while sales were most gratifying the success of the plan was measured by the large number of people who visited the store, many for the first time."

## HERE'S A NEW IDEA FROM THE SOUTH

The advertisement of the Steele-Smith Co., Birmingham, Ala., registers another particularly good idea and incidentally shows that there is no dearth of novel ideas that may be effectively employed to stimulate retail trade. Starting out with a determination to lower the cost of living for his customers and at the same time boost sales for his store, A. W. B. Johnson, president of this live store, came to the conclusion that the saving should begin in everyday merchandise. So the Self-Service Housefurnishing Stores were inaugurated. It is different than the usual department, being in fact six individual stores, each displaying a very complete line of goods. For example, there is a china store, a glassware shop, an aluminum ware store, an enamelware store, a woodenware store and a toy store.

These stores are merely separated by railings and customers can pass from one to another without passing through the main aisle. Entering one of the individual stores through a turnstile, the customer sees the merchandise conveniently arranged on tables for inspection. She can examine and handle the goods and, deciding to buy, selects what she wants and carries her purchase to the cashier's desk located near the exit. The cashier collects

the money, wraps up the goods and the customer goes away satisfied and happy.

The customer has plenty of time to make up her mind without wasting the salesperson's time or making other customers wait, and as all the merchandise is plainly tagged with the price, there is no confusion or misunderstanding. Every item is marked on a basis of a uniform profit mark-up. Because of the saving in service costs, prices are much less than for the quality goods sold elsewhere. Only eight girls are needed to handle these stores;

six cashiers, one for each store, and two ushers. The ushers are salespersons in an adjoining department part of the time, and instruct timid customers how to shop on the self-service plan. Mr. Johnson says that it would take fifteen salespeople to operate the department on the over-the-counter plan, and that he has procured a patent on the fixtures. So far as we are informed this is the only self-service housefurnishings department in the United States. It has already proven an unqualified success, and shows what a new idea can do.

## Crockery and Glass Trade in Europe

Late News Gleaned from Authentic Sources and Showing Current Conditions in England and in Leading Manufacturing and Wholesale Centers on the Continent

### The British Pottery Industry

Reviewing the situation in the pottery industry of the United Kingdom during April, Paul S. Guinn, secretary to commercial attaché, London, informs us that one is impressed by the rather sharp unfavorable change which occurred after the closing down of the plants for the usual Easter holidays. Reports from the pottery districts indicate that a somewhat improved scale of operations was experienced up to about the 13th of the month. Then the holiday season intervened and was carried over longer than was the case for a number of years; after the final resumption of work a reduced scale of activities was noticeable. Demand from the home trade was quiet during this period.

Manufacturing for export (the mainstay of the industry today) slackened as the month progressed. It is reported that some of the industry's most stable foreign markets have recently eased in their requirements. The actual volume of export shipments did not show a diminution, however, for there are always a considerable number of shipments made during one period that are the product of previous month's manufacture. Exports of chinaware and earthenware other than bricks from the United Kingdom for April amounted to 269,395 hundredweight, against 238,464 hundredweight in March, 254,737 cwt. in February and 271,125 cwt. in January of this year. In April a year ago, exports totaled 383,689 cwt. and in April, 1920, 356,117 cwt. For the four months ending with April, 1922, the overseas shipments aggregated 1,033,721 cwt. against 1,233,524 cwt. in the corresponding period of 1921 and 1,088,176 cwt. during January-April, 1920.

As for the actual scale of manufacturing today, the depression which the industry suffered during the closing weeks of April, seems to have been checked and conditions are now on the mend. Most departments are somewhat better off for business, more particularly the Longton china branch, which has received some additional home and export orders.

### Pottery and Glass Trade in Scotland

Business is very quiet in all branches of Scotland's

crockery and glass trade but the output on the whole is being maintained at a fairly good level with more attention than formerly given to the production of utility wares for domestic needs. Strict economy is being exercised in all branches of manufacture. With but few exceptions wholesalers say that retail buyers are only buying for immediate needs and very closely to their requirements. There is an increased call for the more expensive lines. High rents and rates, industrial troubles and discouraging reports from coast and country resorts, at present indicate that summer trade will be rather poor. Retailers in the larger cities write that turnover is small and that the trade is struggling along with the general business depression.

### Belgium's Glass Trade

The general situation tends to improve, and stocks of fine glass have now become normal. The "Union des Glaceries" has decided to fix production at 72 per cent for the second quarter of 1922, as against 50 per cent for the first quarter. The reconstruction work at the "Glaces de Courcelles" is being rapidly completed; it is expected that work will be resumed at the end of June. In special glass, work continues steady at the factories at Roux, Courcelles, Fauquez and Gilly; so far there is no prospect of recovery at any of the other factories. The "Glaces de Roux" are now altering their plant so as to enable them to produce sheets of 6 to 7 metres; this, it is expected, will substantially increase their production. In hollow-ware, the old glassworks at Boussu have ceased work since the end of April. The "Verrerie de Lommel" has rekindled one of its bottle basins. Bottle-blowers at Jumel are busy. Other firms in this branch are also quiet, says "Le Verre." The Verrerie de Jemappes in pre-war days sold freely to Germany and Russia; of course, business with those markets is now at a standstill.

### Italy's Trade Situation

From Turin factories report an abundance of orders, probably due to the reduction in prices made possible by lower production costs. The days when cost was an item of little importance have now passed, and today prices



have to be calculated to allow for competition. These facts have been recognized by the Union of Italian Glass Workers, and the men have accepted lower wages. Of the eleven furnaces belonging to the four Turin glass works, six are in full work, the other five are under repair. At Milan the glass industry is passing through a period of comparative prosperity, the demand being so large that all works will be well employed for some months to come. Business would be still better if prices were reduced, but that is a difficult matter, as wages and fuel prices still rule high. Meantime negotiations are in progress with hands for a reduction, and it is hoped that a successful issue will result.

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### The French Glass Industry

France possesses about 100 bottle works; many of these are small concerns employing not more than twenty-five hands. They make bottles either by hand or by machinery. Excepting certain works in the north and in Normandy, there is no general agreement existing between masters and hands as to working conditions; so far, bottle hands earn Fcs. 35 per day, but a reduction of 30 per cent per eight hours' day is now being considered. White glass blowers are only working six hours daily. As regards plant, so far only one Owens machine had been set up by way of a trial; the Boucher and Severine machines are most popular. The number of hands in the glass trade is about 6,000; in the Champagne district about half the hands are being employed outside the factories. In the Lower Seine district all the glass factories are working steadily. A little more activity is also reported from Seine and Oise.

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### The Glass Industry in Servia

The glass industry is expected to acquire a considerable degree of development. It has at its disposal plenty of the necessary raw materials, such as lime, sand, soda and Glauber's salt. Nearly all the glass works are situated at Paratchine, Darouware, Hrasnike, Straza and Zagorje. The works at Kostolatz, making window glass, has been entirely destroyed by the enemy; the large factory at Paratchine is being repaired and will shortly manufacture glass of all kinds again. The works at Darouware produce 150 truck-loads of window glass annually. At Hrasnike ink and pharmaceutical bottles and flasks are produced. Glass tableware, bottles, glass jars, flasks, phials, and other hollow-ware are produced to the extent of 280 truck-loads yearly. Lamp chimneys, globes, colored and plain glass and novelties, etc., are also manufactured. The industry is making steady progress, but is still only able to meet about half the home demand.

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### The Ceramic Industry in China

Attention is called by the U. S. Trade Commission to the possibility of American potters obtaining supplies of high-grade kaolin from China. A detailed study of the kaolin deposits of China will, it seems quite certain, result in the finding of deposits more favorably located to supply the markets of today than those now utilized in

the ancient centers. In the interior of the Province of Fukien, especially, there are several undeveloped kaolin deposits that appear promising in size and quality, and doubtless a search would disclose others more favorably located with respect to transportation than these. The Chinese, so far as we know, first made porcelain during the Han dynasty, from 210 B. C. to 220 A. D. In 1004 A. D. the Emperor King Teh established the imperial potteries at a place in the Province of Kiangsi, south of the city of Kiukiang, on the Yangtze River, which received the name of King Teh Chen, and has ever since remained the chief center of the ceramic industry of China. In the earlier centuries only white and colored porcelains were made; then about 1268 A. D. decorative painting of porcelain was introduced. In recent years potters of this district have begun to produce foreign styles of porcelains. There are reported to be somewhere around 150,000 potters employed. The clay from which the porcelain is made is, according to von, Richt-hoven, a high-grade sedimentary clay. The next porcelain center of renown is Te Hua, in the interior of the Province of Fukien, fifty miles due west of the coast city of Hing Wah. This center has specialized largely in white porcelain statuettes, with other articles in white or with blue patterns, but has gone more recently into the production of foreign-style porcelain painted in various colors. Te Hua uses a high grade of kaolin which occurs in great quantity in the immediate vicinity. The third pottery center is Shekwan, near Canton, in the Province of Kwang-tung. This is a comparatively new center, the industry having been established here about 700 years ago. The highest grades of porcelain are not made in Shekwan proper, but are produced in Kochow, a small town in the same district. High-grade clays obtained in this locality are chiefly used, but it is stated that some kaolin is brought in. For a long time foreign shapes have been made here for the export market. The Chinese ceramic industry, says the Commissioner, is still essentially in the same condition as it was many years ago. It is lacking in organization, and, although it is claimed that the Chinese invented the potter's wheel, no other advance has been made, and the industry is still a household one. The Chinese Government and the Province of Kiangsi support a ceramic laboratory, but so far as can be learned no definite effort has yet been made anywhere to develop the industry on a large scale.

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### U. S. Ceramics Trade

Little change in the United States foreign trade in glassware and clay products is revealed in the preliminary official statistics compiled by the Department of Commerce for April, just issued. Imports of glass and glassware were slightly less (between 3 and 4 per cent) and exports slightly more (between 2 and 3 per cent) in value than in March. Clay-product values fell short of those of March for both imports and exports.

Much sharper contrasts are presented by the figures for the four months ending with April when compared with the first four months of 1921, particularly in ex-

ports. For January-April, 1922, imports of glass and glassware into the United States were approximately 3 per cent greater (value basis) than in the corresponding months of last year, whereas exports dropped from \$8,143,830 to \$2,738,917, a decline of 66 per cent. Clay-product imports were 16 per cent below their value in January-April a year ago, and exports declined from \$3,287,614 to \$1,939,781, or 41 per cent.

#### GLASSWARE IMPORTS AND EXPORTS

Details of the imports of glass and glassware into the United States and of the exports therefrom during the first four months of the current year are presented below:

Glass and Glassware (not including chemical and plate glass).	January.	February.	March.	April.	Total, 4 months.
<b>IMPORTS.</b>					
Bottles, decanters and other glassware, cut and ornamented	\$132,575	\$113,836	\$149,244	\$161,405	\$557,060
All other	176,583	177,382	201,893	257,305	813,163
Total, 1922.....	\$309,158	\$290,218	\$351,137	\$418,710	\$1,470,223
<b>EXPORTS.</b>					
Table glassware, plain	\$55,081	\$63,088	\$91,127	\$103,902	\$313,198
Table and other glassware, cut or engraved	5,444	8,864	15,752	19,419	49,479
Glassware for lighting: Lamp chimneys and lantern globes....	21,211	20,203	27,239	21,230	89,883
Globes and shades for lighting fixtures	35,272	23,883	29,787	42,110	131,052
Lamps and other illuminat'g devices, chiefly of glass....	53,246	26,374	45,626	38,181	163,427
All other	270,030	124,402	136,700	146,054	677,186
Total, 1922.....	\$440,274	\$266,714	\$370,896	\$224,842	\$747,039

#### OVERSEAS TRADE IN CLAY PRODUCTS

The movement of earthen, stone, and china ware into and from the United States during January-April, 1922, is shown in the following table:

Earthen, stone and china ware (not including electrical, wires, tile or brick).	January.	February.	March.	April.	Total, 4 months.
<b>IMPORTS.</b>					
China, parian, porcelain, etc.:					
Not decorated.....	\$39,637	\$48,949	\$38,755	\$41,850	\$169,191
Decorated or ornamented .....	347,637	366,571	365,896	349,025	1,429,129
Earthen and crockery ware:					
Not decorated.....	19,733	12,277	33,088	27,841	92,939
Decorated or ornamented .....	282,539	302,863	473,620	331,869	1,390,891
Total, 1922.....	\$689,546	\$730,660	\$911,359	\$750,585	\$3,082,150
<b>EXPORTS.</b>					
China and porcelain ware:					
Table, toilet or kitchen ware.....	\$10,078	\$11,226	\$28,814	\$16,014	\$66,132
Other .....	29,260	6,522	12,103	7,567	55,452
Earthen and stone ware:					
Table, toilet or kitchen ware.....	10,196	6,215	6,837	10,247	33,495
All other.....	85,359	126,886	77,722	84,402	374,369
Total, 1922.....	\$134,893	\$150,849	\$125,476	\$118,230	\$529,448
1921.....	\$1,094,517	\$856,003	\$759,846	\$577,248	\$3,287,614

Japan is now the leading supplier of decorated china-ware, furnishing \$131,566 worth of the United States' imports in April and \$488,166 worth in the four months ending with April, 1922; Germany was second, with \$87,714 worth in April and \$386,979 for the four months ending with April; France third, with \$52,088 worth and \$222,765 worth for the respective periods; and the United Kingdom fourth, being credited with \$44,356 worth in April and \$178,103 worth in January-April, 1922. In decorated earthenware, however, the United Kingdom dominates the market, sending in April wares of this class to the value of \$276,620 and in the four months ending with April to the value of \$1,175,978. Japan's

share in this trade was \$19,440 in April and \$74,611 for the four months ending with April.

#### Retail Trade in April and May

The following table, compiled by the Federal Reserve Bank of New York, shows the condition of retail trade and stocks, mainly of department stores, in April, in different districts:

District.	April Sales 1922 from 1921.	Per Cent. 4 Mos. from 1921.	Per Cent. Sales 1922 from 1921.	Stocks End of April Compared with Last Year.	End of April Compared with Prev. Month.
Boston .....	I 4.5	D 3.9	I 2.3	I 2.3	I 1.4
New York .....	I 2.3	D 4.4	I 3.5	I 3.5	I .6
Philadelphia .....	I .	D 7.1	D 1.0	D 1.0	I 1.0
Cleveland .....	D .7	D 13.9	I 2.5	I 2.5	I 1.3
Richmond .....	D 1.3	D 12.6	I 3.6	I 3.6	D 1.2
Atlanta .....	D 1.6	D 15.6	I .6	I .6	I .
Chicago .....	I .7	D 9.3	D 1.2	D 1.2	D .6
St. Louis .....	D 3.7	D 13.3	D .4	D .4	D .9
Minneapolis .....	D 8.3	D 15.1	I 22.1	I 22.1	I 18.2
Kansas City.....	D 5.3	D 10.9	I 5.6	I 5.6	I .3
Dallas .....	D 11.1	D 17.2	D 3.1	D 3.1	D 1.5
San Francisco....	D 1.3	D 5.6	D 4.3	D 4.3	I 1.9
United States *.D	.6	D 9.8	I 2.0	I 2.0	I 1.1

\* Four hundred and sixty-one stores reporting.

The following table shows the changes in value of retail trade as reported by the New York Federal Reserve Bank, the average monthly value in 1919 being taken as 100. Averages for grocery, drug and cigar stores are included for comparison.

	Dept. Stores.	Mail Order.	Grocery.	Chain Stores. 5 & 10.	Drug.	Cigar.
1921.	159	4	16	4	7	3
January .....	103.7	69.1	124.6	86.1	117.3	119.9
February .....	88.4	64.8	118.4	92.9	110.7	116.5
March .....	116.9	95.1	128.7	121.1	123.6	131.8
April .....	112.5	77.5	121.7	111.9	121.8	134.7
May .....	112.5	60.2	118.8	112.2	119.2	129.5
June .....	110.9	62.1	116.0	109.7	120.6	127.8
July .....	79.2	49.3	115.1	108.0	122.1	128.5
August .....	82.0	56.4	121.4	116.0	119.8	127.6
September .....	94.5	72.7	118.3	113.4	119.4	128.6
October .....	130.4	88.6	135.2	141.9	124.2	138.0
November .....	125.0	83.3	133.5	134.1	115.2	124.8
December .....	182.4	80.3	144.5	241.6	146.1	172.7
1922.						
January .....	93.9	65.4	135.8	94.6	117.0	111.0
February .....	81.8	59.8	127.6	100.8	114.5	109.3
March .....	105.1	82.6	149.0	118.4	123.2	124.3
April .....	114.7	75.4	*150.0	134.9	*123.0	*125.0

\* Partly estimated.

Following are reports of mail-order houses and chain stores for May, this year and last, and for April, 1922, and also for the five months ending with May:

Mail-order	May, 1922	May, 1921	April, 1922
Sears-Roebuck .....	\$14,477,694	\$12,238,178	\$14,712,632
Mont. Ward .....	6,377,076	5,320,855	7,357,640
Total .....	20,854,770	17,559,033	22,070,272
<b>Chain stores</b>			
F. W. Woolworth .....	12,883,883	11,203,130	13,438,943
S. S. Kresge .....	4,903,106	4,232,289	5,208,330
S. H. Kress .....	2,510,967	2,110,159	2,396,041
J. C. Penney .....	4,066,566	3,806,306	3,942,629
McCrary Stores .....	1,241,728	1,000,934	1,386,224
Schulte .....	1,790,612	1,591,595	1,740,124
Jones Bros. ....	1,427,532	1,427,103	1,458,024
Total .....	28,824,394	25,371,516	29,570,315
Grand total .....	49,679,164	42,930,549	51,640,587
<b>Change p. ch.</b>			
Mail-order	Five mos.'22	Five mos.'21	p. ch.
Sears-Roebuck .....	\$71,593,117	\$78,321,437	D 8.5
Mont. Ward .....	33,145,028	30,496,483	I 8.6
Total .....	104,738,145	108,817,920	D 3.7

Total sales for the month of May show a loss of 3.8 per cent from April, but a gain of 15.7 per cent over the month of May last year. For the first five months of this year the combined sales of chain stores and mail-order houses reflect an increase of 2 per cent over the like period a year ago.



## How's Business?

While trade and industry continues to reflect improvement and is steadily working back to a normal and stable basis, there are many cross currents of opinions and some business men are evidently confused by these smaller eddies in the business stream. A further leveling of some prices has yet to be done to put business on a normal ratio. Some things are about 200 per cent above the prices before the war, while others are nearer pre-war prices. Nothing paralleling the prices of 1914 can, of course, be expected. A conservative estimate would be something like a general advance of 50 per cent on 1914 prices, as justified for the present. High taxes will be an operating factor for some years and this will prevent the leveling down of prices to the 1914 level for some time to come. The tone of business for the current week is most cheerful and Bradstreet's survey reports that no important backward steps are perceptible in trade and industry.

### IN THE EAST

In New York the crockery and glassware trades are reporting business as fair, considering the advance of the season toward summer, which seasonably results in less activity in many lines. A fair demand in lamp shades, portable and lighting fixtures is discernible but there is a falling off in retail trade, manufacturing is slow but collections are fair. Boston reports that business is somewhat improved, retail trade is fair and collections fairly good. In Philadelphia manufacturing and trade is fair, building more active but collections slow. Pittsburgh reports continued activity in the steel industry, coal strike conditions unchanged, and retail trade about the same as last year with collections slow. In Buffalo building is very active and trade is fair with collections good.

### IN THE WEST

In Chicago manufacturing is very active, especially in steel industry. Road salesmen report better business and mail-order houses are doing better. Crop prospects are good and collections are fair. Cincinnati reports slow improvement in industry with better business done by retail stores, building active and collections fair. In Cleveland gains are reported in auto and manufacturing, retail trade is fair and collections slow. Detroit reports improvement in retail trade, manufacturing close to full production and about 3,000 men added to pay rolls for the current week. Money is easier and in good demand and collections fair. In Kansas City retail trade shows substantial improvement with less hesitancy in buying. Building is on the increase, crop prospects good but collections slow. St. Louis reports that department stores are doing a good business, manufacturing and industry active and collections fair. In Milwaukee dealers in crockery and glassware report increased volume of business compared with last year. Minneapolis reports retail trade fair, industrial conditions improving and collections better. In St. Paul crockery and glassware lines are about normal, general retail trade fair and collections fair. Des Moines reports that retail trade is active, crop prospects good but collections slow. In Omaha trade is

only fair, manufacturing fairly active, building and labor conditions improving but collections remain slow.

### IN THE SOUTH

In Baltimore—an improvement is reported in southern business. Seven new industries were established during May and twelve plants are expanding; crop prospects are good and collections fair. Charleston reports very little improvement in retail trade, cotton mills active and collections fair. In Memphis trade is fair, crop prospects good and collections slow. In Atlanta retail trade has slackened, crop prospects are poor and collections slow. Birmingham reports trade is holding up well, iron and steel active but collections slow. In New Orleans general trade is still a little less than last year but crop prospects are fair. Galveston reports trade as quiet, building shows some activity, but industrial forces have been reduced and collections are slow.

### ON THE PACIFIC COAST

In San Francisco retail trade is stimulated by sales and is fair but manufacturing and industry is quiet, crop prospect good and collections slow. Seattle reports that general business continues favorable, home building is active and while retail trade is only fair, collections are better.

### IN CANADIAN CITIES

In Toronto retail trade is improving and industry is holding up well, building continues active, crop prospects in Ontario are particularly promising and collections are fair. Winnipeg reports that trade and industry are quiet and collections slow. In Montreal retail trade is fair but collections are poor. In Vancouver retail stores are doing better business in almost all lines and collections are fairly good.

## The Merchandise Fair

More than 100 leading wholesale firms have already engaged space for exhibition purposes at the First National Merchandise Fair to be held at the Grand Central Palace from Aug. 7 to 25. Practically every line of merchandise of importance will be represented, and it is estimated that the total number of buyers who will visit the exhibit will be in the neighborhood of 100,000. Several State retail organizations have signified their intention of coming to the fair by special train. In order to greet those who are unfamiliar with New York, a special "Welcome Stranger" committee has been organized. The Hotel Association of New York has also appointed a welcoming body to work in conjunction with the committee.

## Business Briefs

S. W. Straus & Co. have underwritten a 6½ per cent first mortgage serial bond issue of \$1,100,000 on the land and new department store to be built by M. Rich & Bros. Co., Atlanta, Ga. The borrowing firm was founded in 1867. The bonds mature in 3 to 18 years with interest coupons payable May 15 and Nov. 15.

## CAUGHT IN THE NEWS NET

**A** CALLER on several of his friends in the trade on Monday, was "Joe" Bason, who up to the time of his recent resignation, as buyer of the china, glass, housefurnishing and lamp department for Wise Smith & Co., Hartford, had been with the concern in this capacity for nine years. Mr. Bason stopped off in New York, on his way to Washington, D. C., where he has accepted the buyership of the "Palais Royal" store, taking the place of Robert M. Slick, who resigned his position with the firm. Mr. Bason is one of the younger generation of buyers. His entire career has been spent with the Hartford concern, with whom he started as an errand boy fifteen years ago. During the ensuing years he gradually worked himself up to the responsible position of manager of the above mentioned departments.

George O'Hara, who took over the management of the china, glassware and housefurnishing departments for the Shartenberg & Robinson Co., Pawtucket, R. I., two weeks ago, is spending this week in New York, placing orders for "Specials" for the store's July "Mill End Sale." After the sale is in progress, he expects to return in two weeks to place his orders for early fall delivery.

The china, glass and house furnishing departments for the Famous Co., McKeesport, Pa., will be in charge of A. C. Berg who will buy under the supervision of Lee Koster of the Katz & Goldsmith store, Braddock, Pa. Later Mr. Berg will assume full charge.

Robert M. Slick, until his recent resignation buyer for the "Palais Royal" store, Washington, D. C., is in New York this week calling on his friends in the trade. He is considering several offers both for buyerships as well as positions in other capacities but as yet has come to no decision as to which he will accept.

The tri-yearly buyers meeting of the Syndicate Trading Co., will be held on July 10th, which will bring a number of purchasers of china, glassware and housefurnishings in the market at that time.

"Gus" Bub, formerly buyer for B. Nugent & Bro., St. Louis, Mo., has accepted the buyership of china, glassware and house furnishings for Lebeck Bros., Nashville, Tenn., where he has already assumed his duties.

"Lou" Reizenstein of C. Reizenstein & Sons, Pittsburgh, Pa., is in town this week on one of his frequent trips. The Claridge is his headquarters as usual.

T. C. Heisey of A. H. Heisey & Co., Newark, O., was in New York last Friday for a brief visit with the factory's local representative, William J. Kennedy.

John C. Fisher, traveler for Guerin, Pouyat, Elite, Ltd., representing the "Baccarat" glassware and Classique Lamp line is back at headquarters after making a two-months trip.

W. J. Craig who was recently engaged as a member of the traveling staff of Guerin Pouyat Elite, Ltd., to take over the territory formerly covered by Charles Weiss is making his initial trip through the west for the firm.

Walter B. Kerr, president of the Iroquois China Co., Syracuse, N. Y., spent a few days in New York this week to talk local conditions over with the concern's representative, D. King Irwin.

C. H. Blumenauer, head of the Jefferson Glass Co., Follansbee, W. Va., is in New York this week primarily for the purpose of conferring with the factory's agent here, Frederick Skelton.

### Golfers Enjoy Day On Baltusrol Links

The Baltusrol Country Club, Short Hills, N. J., again proved its popularity with the trade golfers, by bringing out a record crowd last Thursday, when the second game of the season's series took place. The day was all that could be wished for, as far as ideal golfing weather goes—bright skies and a mild breeze, just enough to make playing comfortable and not enough to interfere with the course of the balls. It must be admitted that the latter, in more instances than the writer can count, did not land where the players intended they should, but excuses other than the wind had to be blamed for their being unruly.

The star players of the event were C. A. Dodson, who won the prize for the low net score for the thirty-six holes with a total of 175, while Gilbert Pitcairn captured the prize for the best net selected eighteen out of the thirty-six holes, with a total of 82.

Edmonson Warrin, the well-known decorator; Jas. McIntosh, buyer for Ovington Bros.; J. J. Hines, Jr., Jas. Stewart, Lloyd Smallwood, son of Thos. Smallwood, and A. W. Mackenzie, Jr., son of A. W. Mackenzie, with Meakin & Ridgway, were among those welcomed by the association. A few of these made their debut as players with the trade organization, while others were those who only make their appearance at rare intervals.

The list of players was as follows: R. A. Jacobus, C. A. Dodson, A. W. Mackenzie, R. B. Cressman, H. S.



Whiting, L. S. Owen, R. S. Hursh, R. D. Miller, Thos. Smallwood, J. E. Killackey, E. H. Peck, J. J. Hines, A. W. Mackenzie, Jr., Geo. L. Lobsitz, E. Warrin, Lloyd Smallwood, Jas. Stewart, Jas. McIntosh, J. J. Hines, Jr., G. L. Pitcairn, W. S. Pitcairn, L. S. Hinman, J. J. Miller, T. J. Williams and C. J. Noke.

A new galleryite was Edward B. Dickinson, who was out to pick up some fine points of the game in preparation for swinging the clubs himself, later on in the season. Others in the gallery were John Nixon, Howard R. Handy and F. Calvin Demarest.

### Fred C. Reimer Co. Acquire New Line

The Fred C. Reimer Co., 139-141 Fifth Avenue, announce the acquisition to the list of factories for which the concern are exclusive American representatives of the Czechoslovakian factory of the Royal Dux Porcelain. Negotiations for representation of the line here were concluded some time ago, but the announcement was withheld until the arrival of a complete line of samples, which were placed on view at the Reimer salesroom last week. The factory are manufacturers of a very attractive line of animals, birds, various art studies and a complete assortment of vases in faience and china.

### Plans for Outing Formulated

The ball was started rolling in preparation for the annual summer outing of the Pottery Glass & Brass Salesmen's Association, to be held at Duer's Park, College Point, L. I., on Saturday, August 5th, when the first meeting of the Executive Committee met at the office of the chairman E. W. Hammond, on Tuesday afternoon. The members of the committee were enthusiastic and all expressed the belief that this year's affair would out-rival the best picnic ever held by the association.

The personnel of all the committees has been increased this year, thus ensuring more workers and wider spread interest for the event. The Committees appointed are as follows:

Executive: E. W. Hammond, chairman; Charles A. Postley, secretary; W. E. Doctor, Max Herbert, Langley Hawthorn, Jos. McCauley, Lee Schoenthal, Thos. G. Jones, Lee Moses, F. Calvin Demarest, H. R. Handy, Clifton Allen, L. S. Owen, Geo. E. Nicholson.

General Committee: William J. Kennedy, Nicholas Goetz, C. Fred Baumgarten, John V. Storck, F. I. Camp, Julius Rosenfeld, Charles Weiss, Thos. Stackpole, Ed. Hamblin, W. E. Wells.

Sports Committee: William H. De Mars, chairman; Fred C. Brey, secretary; Herman A. Diehl, David Littlejohn, William E. Wray, George J. McCartin, Robert Caird, Charles Herman, Ed. Ledger, William C. Lynch, W. S. Pitcairn, William H. Schreiber, Louis Neuwirth.

William J. Kennedy was appointed a committee of one to arrange with the railroad company for the transportation of the outingites by trolley from the Queensboro Bridge to the picnic grounds.

A special committee for the securing of prizes for the athletic events was appointed by chairman Hammond as

follows: Max Herbert, Charles A. Postley, E. W. Hammond, Herman A. Diehl, Clifton Allen and F. Calvin Demarest.

Those wishing to donate prizes should communicate with any of the various members of the committee or send prizes direct to Julius Rosenfeld, 14 East Twenty-third Street. The prizes will be displayed in the windows of Lazarus & Rosenfeld for several days previous to the outing.

William H. De Mars, chairman of the Sports Committee, is making up a program of sports, which will consist of eleven events and among which are promised some novel features.

Of course, the ball game, Married Men vs. Single Men, will be a special feature as usual. Mr. De Mars will be captain of the former team and Joseph McCauley, captain of the latter.

"Eddie" Imke's Band will again be on hand for the occasion, with a program of the very latest in "jazz" to keep things lively.

It will be the biggest five dollars worth ever, the price including transportation to and from the grounds, luncheon, dinner, lemon soda and all. Secure your tickets early and avoid the rush.

The following from the always popular "Billy" Lynch of the Taylor, Smith & Taylor Co., East Liverpool, O., is an example of the enthusiastic letters, Secretary of the Executive Committee, Charles A. Postley, is receiving relative to the outing from various persons of prominence in the trade, including a number of buyers who have signified their intention of being present.

*Dear Charlie:*

I am leaving here the night of the 4th of July for a western trip that will keep me pegging away until the 3rd of August and I will take the train here the night of the 4th in order to be at the "Outing"—now you have the story why I will be no good on the Committee on Sports (and besides I am a H— of a sport anyway). Believe me, boy, I will be there with bells on, and I will boost the outing all over the west, and try and have as many buyers as can do so, make it a point to arrange their trip to be in N. Y. on this date, as the more buyers the greater the success.

Business is picking up some lately, we are running capacity and most all the potteries here are. It looks good for fall business. Here's regards to all the BOYS.

Yours truly,

BILLY.

### Buyers in New York

JUNE 15, 1922.

Simon Westheimer, department store mdse., Westheimer & Daube, Ardmore, Okla., Pennsylvania.

C. W. Effroymsen, representing H. P. Wasson Co., Indianapolis, Ind., care Alfred Fantl, 116 West 32nd Street.

H. I. Prussia, representing J. N. Adams & Co., Buffalo, N. Y., 16 West 39th Street.

G. W. Powell, china and glassware, W. Powell Son Co., Cumberland, Md., Pennsylvania.

J. H. Harris, chinaware, Kaufmanns Dept. Store, Pittsburgh, Pa., 1261 Broadway (M. A. McNulta).

JUNE 16, 1922.

G. B. Gabel, mdse. manager, Wm. F. Gabel Co., Altoona, Pa., 240 Madison Avenue, Syndicate Trading Co.

L. Rivers, mdse. manager, A. Hamburger & Sons Co., Los Angeles, Calif., care I. S. Ferian, 448 4th Avenue.

Miss E. Toussaint, representing John Wanamaker, Philadelphia, Pa., Broadway & 10th Street.

Miss G. Gill, gift shop mdse., Spokane D. G. Co., Spokane, Wash., 404 4th Avenue.

(Continued on page 34)

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

**B**ECAUSE of improved business conditions in the western pottery district, the July holiday in the East Liverpool district will be rather brief. Some plants will be closed from July 1 until July 10, which will be practically a week, while some departments which will suspend operations June 30 will resume July 7. There are a few instances where plant operations will suspend only from June 30 until July 5. During the idle period inventories will be taken for the current term and machinery overhauled. As the "pottery week" ends on a Thursday, some holiday periods will become effective June 30. The district as a whole, however, will not be idle collectively or individually much longer than from June 30 until July 10.

Some manufacturers are receiving requests from their trade to delay shipments until July 1, so that advantage might be taken of the new freight rates which become operative as of July 1 next. It is related that one large manufacturing interest in this territory has to date received only one such request, and this was on a car lot shipment, scheduled to roll June 15. Other manufacturers have received advices not to make shipments until July 1. However, considerable ware is being sent forward from this district, both car lot and less than car lot shipments.

Among the buyers who were recent visitors in this district were Langley Hawthorn, with Abraham & Straus, and C. H. Mulholland, with J. D. Wilson & Son, Brooklyn, N. Y., also Otto Rudney, of the South Trenton Crockery Co., Trenton, N. J.

Following a brief visit to the western and Pittsburgh territory, John Pasmantier has returned to his office in New York. This was his first trip west since the January Exposition at Pittsburgh.

W. R. Renouff, salesman for the Smith, Phillips China Co., left late last week for a trip over the western territory, first stopping at Chicago.

George Bratt, western salesman for the Edwin M. Knowles China Co., has returned from the Western territory, and will remain at the home office until after the July holiday.

Fred Kline, who has established a spacious sample room at 1511 Commerce street, Dallas, Texas, showing the lines of Knowles, Taylor & Knowles Co., has received the last of his display assortment, and these have been conveniently arranged. Mr. Kline contemplated opening the new sample room in March, but encountered consid-

erable delay in having his tables and fixtures installed. In the meantime, he is covering the southern territory as he will continue to do at frequent intervals, making Dallas his headquarters.

F. I. Simmers, manager of sales for the Hall China Co., who has been traveling through the eastern territory is now working his way home, and is due at the factory office for the July holiday.

"We're operating every department full time, and we're mighty pleased with the business situation," declared George C. Thompson of the Thompson Pottery Co., this week. "Our new shape is proving a very popular one, and for 1923 we will have a number of new treatments for this offering."

Arthur Shone, for the last 20 years associated with the West End Pottery Co., and more recently in charge of the decorating department, has been transferred to the sales department. He is now covering the eastern territory, succeeding Joseph P. Curry, resigned, and who has assumed charge of the sales department of the Mayer China Co.

There is no mistaking the fact that the business situation in the East Liverpool pottery district is improving. This is heard on practically all sides. There has been an active business offered the larger plants throughout the district the last two quarters but during that period complaint was voiced by some of the smaller plant owners. During the last fortnight, however, there has been a decided change in the situation and now the latter concerns are reporting the receipt of considerable new business. Summing the present situation as a whole, production is being increased and demand is constantly increasing.

The management of the Onondaga Pottery Co., Syracuse, N. Y., gave a "house warming" when its new addition covering nearly two acres of space was "dedicated" June 9. The employees of the firm were its guests and a pleasant evening was spent in dancing and other social features.

Construction has begun on a continuous kiln for the E. H. Sebring China Co., Sebring, O. Several of these kilns are now in service at the plant of the Limoges China Co., at Sebring.

On account of the scarcity of skilled sanitary ware pottery pressers, one sanitary manufacturer has indicated that unless he is able to obtain ten such skilled



workers immediately, he will make an appeal to the Eastern Sanitary Standing Committee for the right to fill these positions with pressers from the generalware trade.

Manufacturing of ware at the plant of the Jackson China Co., Falls Creek, Pa., has not been resumed, although shipments are being made from stock.

Reports received here recently from Burbank, Cal., tell of the Empire China Co., there operating its seven kiln plant to capacity, and with a heavy demand for the entire production for months ahead. There are about thirty people now employed in the decorating department.

That some branches of the general ware pottery trade will seek an increase in wages at the next general wage conference, has been indicated by the casters, who have put through a "resolution" asking for an increase of 7 per cent in wages; the continuation of all present "extras" and also pay for carrying out old moulds. The complete text of all "resolutions" as submitted to the national officers has been printed, but copies of these are being held inviolate. However, from time to time members of the trade indicate what their branch of the industry seeks under the new agreement.

With a capital stock of \$25,000 the Superior China

Co. has been formed at Toronto, Ohio, by Hugh J. Doran, Jr., and Luke E. O'Brien.

### Business Briefs

The Lionel Mfg. Co., Newark, N. J., will shortly erect a new toy factory at Irvington to cost \$25,000. The company manufactures toy train sets.

The Metropolitan 5 to 50 cent Stores, Inc., Ann Arbor, Mich., incorporated under the laws of Delaware, has reduced its capital from \$20,000,000 to \$5,000,000.

Major T. Jester, formerly connected with the Star store, Indianapolis, Ind., has accepted the position as manager of the Goodman department store, Shelbyville, Ind.

The first three floors of the new 8-story Gideens-Lane building now under construction at Shreveport, Ala., will be occupied by a modern department store. The building which will cost about \$500,000 will be ready for occupancy March 1, 1923.

The Penny Chain Stores, Inc., Centerville, Ia., have commenced work on the construction of a new two-story department store. The new store will handle a line of general merchandise and be up to date in every detail.

# Duxer Porzellan Manufactur

## formerly Ed. Eichler

Gentlemen:—

We take great pleasure to inform you, that we have appointed as our representatives for the

UNITED STATES AND CANADA

THE FRED. C. REIMER CO., INC.

141 5th Avenue, New York

who will act for us and in our stead as our direct representatives. We will maintain at their offices for your inspection as complete a line of samples as the requirements in America demand and beg to ask of you, to make the utmost use of this convenience when in the market for our products.

We take this opportunity to thank you for past favors and hope to have again the pleasure to serve you in the future.

Very truly yours,  
DUXER PORZELLAN MANUFACTUR

Rooms 502 and 504

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RODUCE  
ROFITS

Telephone Gramercy 5146

# Charles A. Postley & Son

*Direct Manufacturers' Agents*

BARTHOLDI BUILDING

2-4 East Twenty-third Street

Corner Broadway

New York City

*Housefurnishings*

*Special Goods for Special Sales*

*also*

*Imported Housefurnishings*

*in Stock for Immediate Delivery*

## Special Announcement

We have just recently acquired the agency for the Chamnon-Emery Stove Co., manufacturers of Gas Ranges and Kitchenettes in white enamel, gray enamel and various other finishes

*Complete Line Now on Display*



# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

AS the season advances there are unmistakable signs concerning an increased demand for glassware. The one possible exception, however, has to do with new specifications for lighting glass, and manufacturers of these lines say there is much room for improvement. Table glassware is in better demand, and orders for blown and stemware show a steady advance. Some orders for the latter line are not as large as formerly, but are more frequent. Here and there are evidences of increased production, and as practically no ware is being made for stock, factories seem to be working on orders for immediate shipment.

Some new business was received for fall delivery by factories in this district during the last two weeks in addition to requirements for immediate delivery. Several buyers who were in the East Liverpool market also visited the glass district and the business they left here was in harmony with their dinnerware business.

Cuba and South American countries are rather active buyers just now of bar glassware, Cuba and Mexico especially being interested in this line. It also follows that the domestic consumption of bar glassware has not ceased, although the distribution throughout the different states is not so extensive as it formerly was. Canada is also buying this line in nominal quantities.

Reuben Haley, who has been making a tour through Mexico in the interest of the United States Glass Co., has returned to his desk. The visit of Mr. Haley to that country had to do with a general observation of conditions insofar as they relate to the consumption of glassware. Possible new markets were investigated and the needs of the people in general were observed. In time this will result in receiving a larger volume of business from Mexico than heretofore.

The plant of the New Cumberland (W. Va.) Glass Co., which has been inactive for a limited period, has resumed operations. Chimneys and lantern globes are featured by this concern.

The usual troubles glass manufacturers have with boys during the summer period have begun, the first occurring at the plant of the Lippincott Glass Co. at Alexandria, Ind. The finishing boys in this plant went on strike, and after remaining idle for two days resumed work.

B. L. Bischoff, for some time factory manager of the New Cumberland (W. Va.) Glass Co.'s plant, together with his three sons have left New Cumberland for Hunt-

ington, W. Va., where they have purchased a glass factory.

"As I observe the situation, the glass business will continue to improve throughout the balance of the year, and by September we'll be going nicely, and by that I mean the glass trade as a whole," remarked Marion G. Bryce, President of the United States Glass Co., this week. Production of this company is increasing, and at the Tiffin (Ohio) plant their No. 2 furnace has been started, which adds about 25 per cent to the output of that shop. Production in all other plants is showing an increase.

Improvements costing upward of \$40,000 are contemplated by the Mound City Glass Co. at Lumberport, W. Va. This concern started business many years ago in Moundsville, W. Va., as a cutting shop, but is now engaged in the manufacturing business. A new tank is to be erected and a finishing room constructed. The general line of this plant was displayed at the Ft. Pitt Exposition last January.

The new plant of the Diamond Glass Co., which was destroyed by fire recently at Cleveland, Ohio, is being rebuilt, and it is said that the shop will be ready for operation within four months. The fire caused a loss estimated at \$250,000.

Increased sales by mail order houses during the last two months are reflected in the glass industry through an augmented demand for practically all lines. Tableware is moving rather favorably through this channel, as are other seasonable lines. Practically all of these lines are sold in assortments, and as the distribution is over a wide area, factories therefore are making more liberal shipments than during the first quarter.

Advices have been received here that O. W. Brown, formerly sales manager for the Callaway Wholesale Dry Goods Co., of La Grange, Ga., has been appointed sales manager for the McClure Ten Cent Syndicate of Atlanta, Ga. Mr. McClure was in the market last January buying his glass lines for this season, it being the only time he has been here this season.

Production at the plant of the Liberty Glass Co., at Oak Harbor, Ohio, which is under the management of J. H. Fisher, is to be doubled.

Directors of the Fostoria Glass Co. have declared the usual quarterly dividend which is payable June 30 to  
(Continued on page 34)

# What's New in the Market?

Here Are a Few Answers to This Question Which Will Keep Progressive Buyers and Merchants Well Posted on the New Offerings Received From the Most Representative Sources of Supply

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## Many Attractive Decorations Shown in W. S. George Pottery Co. Lines

Featuring a distinctive shape and a varied assortment of attractive decorations in semi-porcelain dinnerware, the lines of the W. S. George Pottery Co., on display at the salesroom of Henry Benedict, 7 West 22nd St., are attracting buyers in the market who are replenishing stocks with attractive numbers in moderate priced wares. One outstanding pattern consists of the popular narrow border effect with a black ground with medallion insets of pink roses, with a dainty rose and daisy border. The same decoration is also shown with a blue ground and both are finished with gold traced handles, on either the Derwood No. 6 or No. 7 shape. In the Derwood No. 7 shape a particularly good looking treatment comprises a narrow border design in blue with insets of roses connected with floral garlands in delicate pink and green tones. On the same attractive shape is a wideband border pattern in charming cretonne effect, consisting of pink roses and dainty blue corn flowers, with gold edge band and gold traced handles. The ever popular coin gold numbers comprise plain single and double gold bands and Grecian borders on gold ground and black Grecian border on white ground with bright gold edge band and hair line and with coin gold handles. In less inexpensive numbers may be mentioned an attractive floral medallion treatment with connecting blue lines and blue edge band and blue traced handles, and a Dutch scenic decoration with windmill motif, blue bird decorations and several tasteful medallion patterns.

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## Morimura Bros. Offer Many Seasonable Specials

As specialists in merchandising a big and varied line of Oriental goods, Morimura Bros., Inc., 53 West Twenty-third street, are offering the trade just now a number of attractive specials. Among the new things in Japanese wares are a number of very attractive sets in lustre ware. The items comprise tea-sets, after-dinner coffees, chocolate sets, fruit and salad bowls, plates and vases in many charming shapes and appealing colorings. A particularly good range of items is shown in solid colors of tan and blue gray, and in charming combination tones, such as light blue and gray and ivory paneled with contrasting black lines. Lustre dresser sets are likewise on display and one conspicuously beautiful number of five pieces is in magenta lustre. Another seasonable line

consists of an assortment of earthenware hanging flower baskets. These are shown in many colors and in several quaint designs—yellow with bold bird decorations in contrasting colors, black ground with floral designs in natural colors and a brown basket weave with wreaths of colored flowers forming the border. All are fitted with earthenware chains for hanging. In the well-known and distinctive "Imari" ware are shown an assortment of plaques and three-piece salad bowl sets in old Chinese designs in many color treatments. In fancy short sets, something new is seen in the acid etched gold porcelain ware which includes tea, after-dinner coffee sets, cake sets, bonbons, trays and other fancy items. Particularly striking is a stippled groundlay number in rich dark red with paste gold festoon scroll work connecting medallions of flowers. Another number shows scenic grounds with blue border overlaid with paste gold. Bamboo bird cages in many sizes and graceful forms, a large line of "Satsuma" ware in vases, bowls and incense burners are other items well worth viewing. In lamps many new numbers in pottery and lacquer have recently been received, some in polychrome, cloisonné and porcelain, including a good assortment in the larger sizes of table lamps in coral, yellow, green yellow, and black with shades or with bases completely mounted.

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## Novelties of Beauty in Imperial Glass

Including a number of very attractive lines in crystal and in colored glassware the display of the wares of the Imperial Glass Co. at the salesroom of Cox & Co., 120 Fifth Avenue, is interesting many buyers. One of the outstanding special offerings is an assortment of 48 pieces of art ware consisting of bowls, vases, etc., in pearl and ruby, and pearl and silver. The shapes are artistic and the colorings particularly attractive and the price is extremely moderate. Another distinctive offering is a three piece table set consisting of a pair of candlesticks and large bowl. This comes in "Peacock" ware, a novel and shimmering iridescent coloring. Other items in the peacock line include finger bowls, comports, plates and vases. A full line of Imperial light cut crystal, a complete showing of pressed glassware and an unusual assortment of lighting glassware from the same factory is well worth looking over. The range of fancy electrics in iridescent colors is something out of the ordinary and will appeal to a good many who desire to combine utility with beauty of form and coloring.



# BOSTON NEWS NOTES

By

R. B. HEMENWAY, Representative

BOSTON OFFICE

98

MAY STREET

NEEDHAM

MASSACHUSETTS

RETAIL stores report an unusual week for business during the past week in Boston. In addition to the heavy buying in the retail trade an almost unprecedented number of buyers dropped into town during the week and left a lot of good orders with the manufacturers' agents. This is probably due to the fact that at the early part of the week east winds gave some relief from the sticky heat prevalent for the two weeks prior which made business in Boston very irksome. From the retail stores also comes the report that heavy cut glass is moving better and medium priced lamps have been selling fast. This is probably due to the June bride, to whom most of the retail stores are catering in one way or another. Glassware and dinnerware is displayed in windows with dining room suites, in some stores to good advantage.

Indications are that buyers expect an early fall business and are getting set for a resumption of business early in September.

Among the buyers in town during the week are Everett Mills of R. A. McWhirr, Joseph Donovan, A. B. Sutherland, Lawrence; Mr. Handrahan of E. S. Brown Co., Fall River; Morris Cullen, New Bedford Dry Goods Co.; and John Hall of the Shepard Co., Providence.

"Larry" Macbeth of the E. S. Brown Co. also called on a number of his friends in the city.

"Jack" Bernard, salesman for the T. A. McNichol Pottery, made a canvass of the Boston trade during the week.

From the shoe districts comes the report that shoe workers and employers have patched up their differences and are now working full time again. This is good news for the merchant, for when the mills shut down in New England, business drops off to a considerable extent. Textile centers continue on strike without even a prospect of resumption.

Mitchell Woodbury Co. report they are able to get good shipments from Europe on all classes of merchandise. Some time ago they received samples for the new Lexington pattern from the W. H. Grindley pottery and within the past week have received a large stock of the work. The design is of a pale yellow background with rosebud sprays broken with a black and white panel effect. A narrow border of black and white is traced with gold as is the edge. Sugar and creamer and other dishes are of unusual shape and design, making a very attractive and popular priced set.

Arthur Hand, who is temporarily taking the place of Mr. Gilbert, buyer at Dutton's Roxbury store, Roxbury, Mass., was in town during the week purchasing for the glass and china department. Other buyers in town were A. St. Louis, James Edgar Co., Brockton, Mass., A. De Montigny, jeweler, Nashua, New Hampshire, Mr. Davis of Davis & Folsom, jewelers, Haverhill, Mass., M. P. Alkon, Portsmouth, N. H., John D. Hall, Shepard Co., Providence, Mr. MacMillan, Bon Marche Dry Goods Co., Lowell, Mass., and Mr. Donovan, Sutherland Dry Goods Co., Lowell, Mass.

Murt S. Wallace and E. S. Tucker of Chase & Francis, both of whom made trips last week to Providence and other points, reported business looking up.

## Business Briefs

Heller & Son, South Bend, Ind., have successfully held a 10-day "grand opening sale" of their cut glass gift shop.

Eugene C. Weidig for the Weidig Art Pottery reports that his company is doing an excellent business and making many shipments throughout the southern states.

One of the oldest toy stores in the entire south, for many years at 909 Congress Street, Houston, Tex., has been sold to I. Lipstet from C. J. Kohler. The store was opened in 1854.

The Plaut-Cadden Co., New London, Conn., have remodelled their store in the Bank Street block and have now a modern housefurnishing store.

Hens & Kelly Co., Buffalo, N. Y., have started work on building a new \$1,000,000 department store. The new store will be erected on the site now occupied and business will be done while the work progresses by shifting the stock from time to time and separating it by a dust proof wall.

Geo. W. Travers Co., Hoboken, N. J., are contemplating the erection of a new toy factory to replace the former plant destroyed by fire some time ago.

The City Department Store, 387 Bridge Street, Brooklyn, N. Y., has been opened by A. Lechner, who has included a housefurnishing department, featuring popular priced merchandise.

A. I. Hart & Co., which operates a chain of 5, 10 and 25 cent stores, has leased a store in the building to be erected by the R. Holding Co., 138 Seventh Ave., New York.

# Novelties of Beauty from Many Shops in Fascination Lane

A Page of Selected Items Gleaned from Many Dependable Sources and Representative of the Best Offerings of Master Craftsmen in Art and Gift Goods Which Will Attract Your Trade and Persuade Them to Buy

By BEATRICE MILLER WISNER

## Ornate Floral Containers Summer Specialties

NOTHING so rare as a day in June, and nothing more coveted than the fragrance from the most glorious flower that blossoms—the rose. June, the month of roses, brings every receptacle for accommodating these blossoms conspicuously to the foreground. Shops are lavishly stocked with various vases, bowls, jardinières and hanging baskets to entice the summer cottage shopper. The attractive porch adds much to the appearance of the summer home, and each colony has a pride in its piazza decorations. This has become a real hobby with the summer colonists. While the floral containers are a necessary addition to the modern piazza, bird cages have a special demand and are so beautifully designed in many shapes they have become an artistic decorative inducement. Gift Shops are including the bird cage in their stock of piazza accessories as an appropriate seasonable gift. Nothing escapes the enterprising Gift Shop which has an element to assist any decorative scheme. Art, beauty and even scenic effect are the Gift Shop's special prerogatives.

## Marvellous Etched Brass Souvenirs

The Far East has a peculiar fascination and anything savoring of Indian handicraft creates a responsive feeling to things wrought by the natives of the Far Eastern World. The firm of Stone, McKinley & McKenzie, 30 Irving Place, have imported some rare examples of original work from the hands of these inimitable Indian people. Exquisite hand-etched trays, cigarette boxes, finger bowls, all bespeak originality in design and intricate outlines in scrolls and patterns in true oriental fashion. Some of these articles are beautifully lacquered in color, which adds to their attractiveness and combined with the deft hand-etching makes these importations particularly sought by the exclusive Gift Shop. Such rare bits of Indian handicraft have given to America some of the best specimens from the hands of these artisans. Colors well chosen and old motifs faithfully produced is a truthful and harmonious conception from the Far East, especially desirable for ornamental and useful tributes of distinction.

## Original Hand Decorated Glass Bowls

Flowers have always a special appeal, and when placed

in an attractive bowl or vase, their beauty is enhanced two-fold. In the novel glass bowl illustrated from the Eastern Specialty Manufacturing Company, Boston, Mass., there is a charm in delightful hand decoration which is at once recognized for originality and artistic development. These bowls are hand decorated in seven different designs and six colors. There are two black designs with black bases, one decorated with red roses



and the other with nasturtiums. The purple bowls are decorated with Easter lilies, the yellow bowls with violets and roses and the green with fuchsias and pansies, the blue with wild roses and the pink with daisies. Three narcissus bulbs in each bowl are a most desirable holiday offering, while for the summer months the pottery container is especially useful for cut flowers. These bowls are a rarity in color and striking effect. The bright flowers standing in bold relief against the black background are a most unusual hand decorative element, and with the blossoms so dexterously arranged the whole has a compelling and persuasive influence. From this stock of desirable bowls there is a variety of designs and color inducements to select from, and Gift Shops are offering these as special summer novelties. For dainty and appropriate gifts for bridge, birthday and seasonable anniversaries. The Eastern Specialty Manufacturing Company is also offering some novel attractions in hand decorated glass candlesticks, decorated bread sets, and composition bas-relief book ends, which have gained popularity through their original and attractive designs.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

**T**WENTY members of the Pottery, Glass, Lamps & Housefurnishings Association of Chicago met on Thursday of last week at the Morrison Hotel. A complete draft of the announcement for next year's exhibit, to be held at the Congress Hotel, was read to the members. In addition, room plots showing the prices of the various rooms available, were exhibited for inspection by those present. Considerable discussion relative to the form and the cost of the announcement, which is designed primarily to interest manufacturing concerns in exhibiting, followed the report of the executive committee.

In the absence of the chairman of the membership committee, E. M. Meder, the report of this committee was read by John Ling, of Mandel Brothers. The recommendation of the committee was that exhibitors should not be required to join the Chicago association for the privilege of exhibiting during the show. This recommendation was opposed by Walter Minnemeyer, who contended that the exhibitor should be required to join the association if he intends to participate in the benefits of the annual exhibit. A lengthy discussion on the subject followed, which terminated in the acceptance of the committee recommendation.

The question of the official opening day of the exhibit was taken up, bringing into consideration the time required to "set up" exhibits in rooms. It was decided that Tuesday noon would be the official opening time of the show, but individuals who have their rooms in order before this time can open their display to buyers on Sunday, Monday or Tuesday morning. Contracts for rooms will commence on Sunday, Feb. 5.

The rooms as an average will be much larger than at the last exhibit held at the Morrison, thus affording better displays.

Ira A. Jones, head of Ira A. Jones Co., 9 N. Wabash Ave., made a trip last week to Eastern factories which his organization represents in the middle west.

The American Shade & Lamp Co., and the Colonial Specialties Co., makers of lamp shades, are now located in the same building, 1313 West Van Buren Street.

Oscar Eckland, head of the Central Cut Glass Co., Chicago, spent last week in New Buffalo, Mich., where he operates one of the glass cutting factories of his organization.

E. A. Boring, manager of the Chicago office of the Crooksville China Co., accompanied by Mrs. Boring left Chicago this week for a trip East. They will return by

way of Crooksville, O., where they will spend a vacation over the 4th of July.

I. E. Mincks, Sec'y of the Albright China Co. and in charge of their Chicago office, started for Scio, O., last week in his "Rolls-Nice" where he will remain until after the 4th of July, motoring back to Chicago the second week in July.

## Gift-Art Association

The enthusiastic meeting of the Gifts, Art Wares & Novelties Association of Chicago, held at the State's Restaurant last week, was attended by about thirty members. Minutes of the previous meeting were read by Sec'y Geesey, and Pres. W. C. Owen presided at the meeting. Mr. Steinbeck, head of the Steinbeck Studios, and originator of the Chicago Gift Show idea, gave a short talk, reviewing the work of the association to date, and asking the active support of every member, to make the Chicago Gift show, which will be held at the Palmer House August 7 to 12, the biggest show of its kind ever held in the country. Room reservations are coming in steadily and there remains only forty rooms available for others wishing to exhibit their lines. For information on the Gift show write to W. C. Owen, 17 N. Wabash Ave.

## Illinois China Co. to Reopen

The way has been cleared for the rebuilding and re-establishment of the Illinois China Co., located at Lincoln, Ill., as a result of a special meeting of the stockholders of that concern held recently. It will be remembered that this plant was destroyed by fire some time ago, with a total loss exclusive of buildings and machinery, of \$14,000 worth of finished wares and raw materials and supplies. The kilns and office building, left after the fire, are estimated at \$25,000. In addition to this there is an insurance fund of \$47,000. Working capital is needed for purchasing new materials, meeting payrolls, etc., and it is proposed to raise this money by the sale of stock to people in the vicinity of Lincoln, Ill. As soon as the legal requirements are attended to the sale of additional stock will go forward, and it expected to commence operating the plant before the end of the year.

The Progressive China Decorating Co., 1814 W. Van Buren St., is now completing an order for 175 dozen pieces of china for the various wards of the Cook County Hospital. The Cook County Hospital monogram was duplicated and the various ward numbers added to the china.

E. M. Meder, manufacturers' representative, Shops Building, is making a business trip in the East.

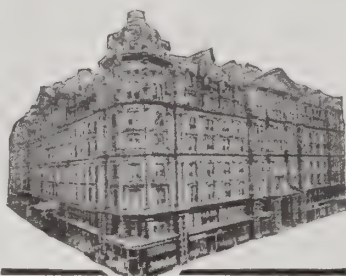
# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## THE PALMER HOUSE

invites you to inspect  
the following lines.



**Albright China Co., Room 25**  
Fine Dinnerware and Fancy China.  
I. E. Mincks, Sect'y and Manager.  
W. T. Darden, Mgr. Sales.  
Phone, Dearborn 4700

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Middlewest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden Co., Room 51**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Transparo Cloth Corp.

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking Ware and Tea Pots, plain and decorated.  
Aluminum for special sales and high grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear. 4700

**WALTER B. ANDREWS**  
30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405

Representing  
MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

Imported overglazed  
**CHINA COLORS**  
Powdered or Mixed for Use  
Everything for China Decorators  
**PILKINGTON MANUFACTURING CO.**  
3223 W. Lake Street Chicago

**A. G. HALLGREN**  
Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.  
Representing  
MERCER POTTERY CO., manufacturers  
of Quality Dinnerware and Hotel Ware.  
IROQUOIS CHINA CO., manufacturers  
of Vitrified Hotel and Restaurant China.

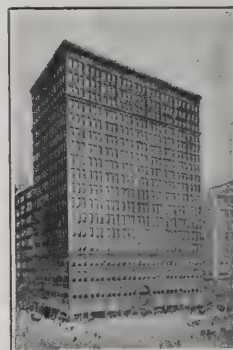
**THE HAEGER POTTERIES, Inc.**  
*Pottery of Distinction*  
Plant and salesroom at  
**DUNDEE, ILLINOIS**  
(Convenient suburban service from Chicago)

**FRENCH CHINA CO.**  
*Office and Display Room*  
136 West Lake Street

**KAY BEE CHINA WORKS**  
*Manufacturers*  
**High Grade China**  
CHICAGO ILLINOIS

## HEYWORTH BUILDING

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

The John S. Ward Co., not Inc.  
Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shade

**PLATINUM Encrusted China--**  
**The Latest**  
A most wonderful treatment in Bright and Dull finish. Guaranteed to wear and the BEST Seller. Your line is not complete without  
**KITTLER'S PLATINUM CHINA**  
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Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.  
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**FOSTORIA GLASS CO.**  
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and Iridescent.





# CHICAGO

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GIFT SHOP & ART GOODS-DOLLS & TOYS

## LIN-O-LITE SHADES

An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

**VOLKMAN & CO.**  
3223 W. Lake St.

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OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

## THE ALBRIGHT CHINA CO.

Plants: Carrollton and Scio, Ohio

Main Sales Office, Palmer House  
Room 25. Phone Dearborn 2213

W. T. Darden, Mgr. Sales, in Charge  
I. E. Mincks, Secty.

## THE LIMOGES CHINA COMPANY

Represented in Chicago by

**JOHN G. EDMUNDS**  
1319 Michigan Ave.

*This "card" can be made to yield big dividends. Phone Wabash 860 for rates.*

While in Chicago Visit

**STETSON CHINA CO.**  
1535-37 S. State Street  
Phone Calumet 0876

We are prepared to make immediate shipments.



## THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

### KELLY & REASNER

Representing McKee Glass Co.; Eagle Mfg. Co.; Indiana Glass Co.; Bonita Art Co.; N. Northwood Co.; Mound City Glass Co.; D. C. Jenkins Glass Co., and Geo. R. West & Sons.

### THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

### E. M. MEDER

Manufacturers' Representative selling dinnerware, glassware, lamps, willow-ware, nickel, copper and silverware.

### LEWIS H. SIMPSON & CO.

Representing Athens Glass Co., Fenton Art Glass Co., Huntington Tumbler Co., New Martinsville Glass Mfg. Co., and H. R. Wyllie China Co.

*Note—Concerns wishing to secure space in this building for display purposes should apply to*

**ROSENBERG & LURIE**  
178 W. Jackson Blvd.  
Phone Har. 4258

*Ira A. Jones Co.*  
17 North Wabash Avenue  
Chicago

## Announces

their removal from 17 North Wabash Avenue to more commodious quarters in

**The Burley Bldg.**  
9 N. Wabash Ave.  
Chicago

## EARL W. NEWTON

and Associates Announce

the removal of their display room from the Heyworth Bldg. to larger quarters in

**THE BURLEY BLDG.**  
9 N. Wabash Ave., Chicago

## PROGRESSIVE CHINA DECORATING CO.

Decorators of fine imported and domestic china. Monogram and design duplication a specialty.

1836 W. Van Buren Street  
Phone West 3645

## TOLPIN STUDIOS

### FINEST DECORATED CHINA

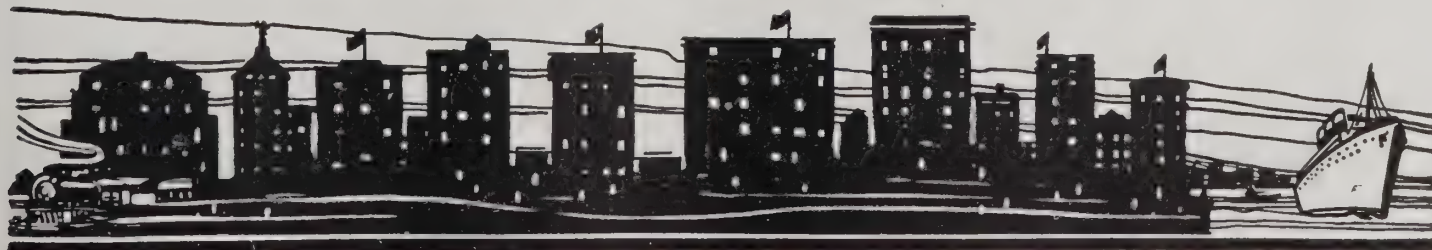
Specializing in gold encrusted dinnerware, Pompeian Lustre, and hand painted china for gift shops and department stores.

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Phone Nevada 7046

## HISPANO-MORESQUE

**LUSTRES & METALLIC GLAZES**  
Vases, Bowls, Lamps, Comports, Candlesticks

**THE N. O. CEDERBORG CO.**  
Chapman Block, Aurora, Ill.



# W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

## BUSINESS OPPORTUNITIES

**YOU HAVE BEEN WANTING** to own your own shop—here is your opportunity. A party desirous of retiring from active business will sell part or all of his beautiful fully stocked Gift Shop in one of the finest resort cities in the U. S. to a man of ability, integrity and loyalty to all business demands. Partnership can be for no less than \$10,000 cash. Rent \$150.00 per month. Give all information in first letter giving references and bank doing business with, firms employed by in past, etc. Box 181, care CROCKERY AND GLASS JOURNAL.

### Glass Factory Activities

(Continued from page 22)

stock of record as of June 15. The dividend of 2 per cent is equal to 8 per cent per annum.

Stockholders of the Whittemore Glass Co., at a meeting held in Clarksburg, W. Va., approved the resolution of the board of directors increasing the capital stock of the corporation to \$500,000.

Western representatives of local glass factories have written here of plans being in the making for the erection of a glass plant at Laramie, Wyo. Ohio men are said to be interested in the new deal, being associated with J. G. Cleary of Denver, Col.

As soon as repairs are completed the Clarksburg (W. Va.) plant of the Owens Bottle Co., will be placed in operation. New work is expected to be completed within a fortnight.

### Flintglass Workers' Union to Meet in July

The annual convention of the Flint Glassworkers' Union will convene in Fairmount, W. Va., the first week in July when the new wage scale for the next fiscal year will be discussed. It has been intimated that some departments seek an advance in present scales, while others desire existing wage agreements to be continued for another year. Following this two weeks' meeting the annual wage conference between committees representing the manufacturers and workers will convene in Atlantic City. Last year the final adjustments in the wage scale were not worked out until September, and at closed meetings, which were held in the rooms of the Glass Association in this city.

An unconfirmed rumor has been heard here of the possibility of a large glass factory being erected this year in Canada, for the production of a general line of table glassware and other allied lines. It is common knowledge that Canadian glass interests were in the local district during the Exposition last January, and at that time went over the situation with certain Pittsburgh men. No decision was reached at the time with reference to the erection of a plant, but now the report of proposed construction is heard again.

### Speeding Up Sales

(Continued from page 15)

have established training divisions and while the art of selling and the mechanics of departmental work may be covered in the store "school," the buyer is the best teacher in all things pertaining to his division. The store school training should therefore be systematically planned to prove of the greatest assistance to the buyer in teaching his salespeople the most efficient methods of serving the public. And to serve the public thoroughly well, every salesperson must first size up the customer and show her the goods, often explaining their merits with a view of assisting the customer to choose the best to meet her requirements. By doing this the customer will depart, not only satisfied with her purchase but convinced that she has been well and promptly served. In this way goodwill is built up and a steadily growing volume in sales will result to the profit of the store.

### Buyers in New York

(Continued from page 23)

H. G. Chamberlain, toys, S. F. Iszard & Co., Elmira, N. Y., 404 4th Avenue (D. G. Alliance).

J. D. Burnett, mdse. manager, McCreery Co., Pittsburgh, Pa., 23 East 26th Street (W. T. Knott).

L. Eastman, representing Eastman Bros. & Bancroft, Portland, Me., 404 4th Avenue (D. G. Alliance).

JUNE 17, 1922.

Miss G. Gill, gift shop mdse., Spokane D. G. Co., Spokane, Wash., 440 4th Avenue.

B. F. Tully, mdse. manager, La Salle & Koch, Toledo, Ohio, 225 5th Avenue.

JUNE 19, 1922.

Martin J. Flanigan, china, glassware, toys and lamps, W. M. Whitney Co., Albany, N. Y., care Fellows Buying Corp., 1164 Broadway.

O. J. Wagner, toys, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

C. W. Benzow, toys, William Hengerer Co., Buffalo, N. Y., 16 West 39th Street.

Miss Bertha Kruser, white china, Crowley Milner Co., Detroit, Mich., care Alfred Fantl, 116 West 32nd Street.

J. W. Power, toys, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.

S. E. Price, toys, Powers Merc. Co., Minneapolis, Minn., 16 West 39th Street.

JUNE 20, 1922.

W. B. Stanton, M. H. Keister, assistant, toys and house furnishings, Stewart & Co., Baltimore, Md., 16 West 39th Street.

L. J. Wagner, toys, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

W. B. Dougherty, gift shop goods, N. B. Blackstone Co., Los Angeles, Cal., care I. S. Farian, 448 Fourth Avenue.

J. A. Elliott, art pottery and gift shop goods, A. Hamburger & Sons, Los Angeles, Cal., care I. S. Farian, 448 Fourth Avenue, 7th floor.

J. W. Power, toys, Stewart's D. G. Co., Louisville, Ky., 16 West 39th Street.

S. E. Price, house furnishings and toys, Powers Merc. Co., Minneapolis, Minn., 16 West 39th Street.

A. J. Osgood, toys, Henry Morgan & Co., Ltd., Montreal, Canada, Imperial.

Mr. Schwartz, lamps, La Salle & Koch, Toledo, Ohio, 225 Fifth Avenue.

R. R. Davis, toys, Carson, Pierie & Scott, Chicago, Ill., 404 Fourth Avenue.

C. Clark, house furnishings, china and glassware, Howland D. G. Co., Hartford, Conn., 105 Grand Street (Jay Co.).

JUNE 21, 1922

S. M. Averill, lamps, Jordan Marsh Co., Boston, Mass., 432 Fourth Avenue.

J. D. Sullivan, toys, Joslin Dry Goods Co., Denver, Col., 23 East 26th Street (W. T. Knott).

Geo. O'Hara, house furnishings, Shartenberg & Robinson Co., Pawtucket, R. I., 404 Fourth Avenue (D. G. Alliance).

F. L. Warren, house furnishings, Callender, McAuslan & Troup Co., Providence, R. I., 240 Madison Avenue.

T. A. Keller, house furnishings, Denholm & McKay, Worcester, Mass., 240 Madison Avenue.



# Crockery and Glass Journal

The Representative Paper of the Industry

Devoted to

CROCKERY, GLASS, HOUSEFURNISHINGS,  
LAMPS, GIFT SHOP GOODS,  
DOLLS AND TOYS

Published Every Thursday

By

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East Liverpool  
and

Pittsburgh

M. K. ZIMMERMAN  
215 West 6th St.  
East Liverpool

VOL. 94

JUNE 29, 1922

No. 26

## AS THE EDITOR SEES IT COMMONSENSE IS A PRETTY GOOD RULE

TODAY marks a period of intense commercialism. Never before in the history of the world and the business life of this country, has the Nation's business been carried on such a large and systematic scale. This is true of practically all enterprises, and while more system and more hustle may be displayed in the business building plans of the biggest corporations, the same methods are found in every small business which is successful. The difference lies not in the method but in degree. Modern business is run on aggressive lines. It is progressive and does not wait for orders to come in but spends a good deal of time and money to go out and get new business, and considerable time and money likewise to keep old customers by providing many service features which will make the store an attractive place to trade in.

WHILE a store can accomplish all these things after a little study and planning, it is not so easy to bring and keep together a force of highly efficient salespeople. The larger the store the more difficulty is encountered in this particular. This is found to be so, because every salesperson must individually develop personal efficiency. Intelligent, well directed effort is a prime essential in selling goods, or selling anything for that matter, and no rules or regulations can be formulated to serve as a substitute for brains tempered with commonsense. A good many salespeople use both to good advantage but a good many do not. Some of the latter class have no method of selling at all but are simply human lead pencils, with pretty dull points at that. Others, not quite so neglectful of their opportunities, lean

upon cut-and-dried selling methods. They see the need for some kind of method but are either too careless or indolent to spend more than a fragment of their time in thinking about the job they hold. Both types are continually making mistakes by jumping at conclusions. By taking but one characteristic of their customers as a kind of rule for sizing up and handling them, they take too much for granted and overlook the pertinent fact that the superficial and the obvious are by no means true reflexes of the characters of men and women. Customers cannot be judged very well by the clothes they wear, neither by the way they walk, nor can the expression on a customer's face be accepted as an indication of the kind or value of the goods bought. Rules are merely made to serve as a guide, and all rules are being constantly modified by experience. The only exception to this is the universal rule of commonsense.

It is easy to misjudge qualities and attribute wrong characteristics to customers. For example, a salesperson may size up a patron as "fussy" when the customer may merely be a shrewd buyer looking for good values, and shops around until she finds them. Another common error is to size up customers as knowing it all. In many cases the customer is a good judge of merchandise and has a very definite idea what she is buying them for. Similarly, "easy to please" patrons are often extravagant shoppers and will take almost any and everything regardless of price or suitability of the goods. At the other extreme is the so-called "stingy" customer, who is likely to be one of the best customers of the store, but is thrifty and is searching for the very best values for her money. All these characteristics and almost a hundred others are every day met with in a busy store.

# Scientific Selling as a Trade Improver

If Your Store Is Not Doing the Business You Think it Should, Perhaps the Selling Methods Are Keeping Sales Volume Down—At Any Rate a Prominent Salesmanager Thinks So, and Here's His Idea of Scientific Selling to Boost Sales

SCIENTIFIC selling offers a solution for the ills of many stores which are complaining about the decrease in their volume of sales, said the sales manager of one of the large retail establishments catering to the higher class trade. Do not be misled by the term "scientific." It simply means the studying of the customer objectively, with a view to increasing the sales made to her as an individual. Too often is it forgotten that each customer who comes into the store is an individual personality, and as such can be handled with profit both to the customer, or just the contrary. The idea, then, is to find out how to secure the first result and to avoid the second. There are no set rules to discover this, excepting the one basic one which I always impress upon my salesmen—and that is, study your customers, learn quickly their likes and dislikes, and be guided accordingly.

Each customer requires a different treatment. Never are any two exactly alike, although there are fixed types that may nearly always be recognized at a glance. There are many pitfalls which the salesman may fall into that may cause the loss of sales unless the customer has been thoroughly "sized up." For instance, there is a type of customer that is very easily offended by an over-anxious and aggressive salesman. In this case, the salesman presses his merchandise on the customer like the barber who, as soon as you get into the chair, runs down the gamut of "Shave? Haircut? Massage? Hot towel? Manicure?" until you feel like shouting, "Give me a shave and let me get out of here." This type of customer would probably buy a great deal more than if pressed. The fact of the matter is he goes elsewhere to make his purchases.

The aim of the good salesman should be to sell unobtrusively and without antagonizing the customer in the least. The clever salesman hangs on every word the customer says, and from this gets his cue on how to act. If the customer has been sparing with his words and, after the initial sale has been made, his glance moves to a nearby item, the capable salesman does not ask this type of customer if he would like to buy the article he has been glancing at. Instead, the salesman gets the article, shows it carefully, talks sparingly and, nine times out of ten, another sale has been made. That is what I call scientific selling.

Another fault frequently made by salesmen is the showing of too much merchandise at once. This causes confusion in the customer's mind and may spoil the sale entirely. If the chef were to bring you out a course dinner all at once, the chances are that you would not have anywhere near the delight that you have in eating each course served separately. The sight of so much

food all at one time would discourage your appetite. The same thing is true of selling. Take one thing at a time—that's what your customer is interested in, anyway. In other words, the salesman should bring out his sales suggestions in series, not en bloc.

But the worst evil in selling is the action of the salesperson who merely gives the customer what is asked for. The salesperson who does this is not a salesman, but is just a clerk. The fact that the salesperson gives the customer what is asked for and lets it go at that does not indicate that a real sale has been made.

In fact, if a customer comes into the store to buy a \$100 set of dinnerware and, after selling her the set of dinnerware, you induce her to buy a \$2.50 candlestick, the real merit does not lie in the \$100 set, but in the cheaper candlestick, despite the great disproportion in value. The customer would have bought the dinnerware, for she came into the store with that intention. The one part represented the mere filling of an order, and the other the making of a sale. This is a strong comparison to make, but it is absolutely true.

The question of price is a delicate one for the salesman to handle. As we all know, there is now small desire on the part of the consumer to spend liberally. But, nevertheless, the situation can be handled skillfully and with a minimum of sales losses. When a customer begins to talk price, the salesman should immediately lead her to the medium priced lines, keeping the lowest in reserve. Then, when these goods are being shown, the sales talk can be gradually led up to the undoubted better value received in the higher priced numbers. Of course, where the customer has fixed, unchangeable ideas of price in mind, this talk may not serve to influence, and the sale of a medium priced article should be clinched. But, in numerous instances, sales of the higher grade articles have developed from the showing first of the lower priced ones, accompanied by a brief sales talk on the better grades.

## A Budget System for Stores

How a budget system may be arranged so as to secure the earnest, thoughtful co-operation of department executives in avoiding extravagance and reducing expenses was related to the Controller's Congress of the National Retail Dry Goods Association at Atlantic City, N. J., by William Thomas, of Abraham & Straus' department store.

He explained that the budget system of Abraham & Straus is run on a monthly basis. Material is gathered which enables a rough estimate of expenses six months in advance, but, in view of constantly changing conditions, a monthly budget was found preferable by experience.



Proceeding to give a description in outline of the system whose operation he supervises, he said: "For the past few years we have had very good success with our budget, principally due to the fact that we have interested our non-selling department managers by requesting them to make out a statement of anticipated expenditures. This form, which is self-explanatory, is signed by the department manager and is submitted before the 18th of the preceding month to his division chief, who has before him last year's expenses for the same month, the preceding month's actual budget and previous years' figures, and the present month's budget and corresponding figures of previous years.

"Our budget is divided into two parts: preparation and control. The preparation of our budget necessarily depended on our method of distributing expenses and our plan of organization. This method, followed by us for many years, does not entirely agree with that recommended by this congress, although it is possible, by tabulating our department expense sheets, for us to make comparisons on the same basis.

"No bill is paid without the approval of the statistics department and this department will not approve if the amount of the bill or work done exceeds estimated amounts without having investigation made and requisition presented to the division chiefs for reconfirmation."

# High Lights on the Venetian Glass Industry

Some Interesting Things Which a Visitor in Venice Has Discovered About the Present Day Manufacture of Glassware in This Famous Old Italian City and How the New Products Compare with the Art Wares of the Past

ON a recent visit to Venice one of the first things that struck the writer was the advertising and touting for buyers of the "latest" Venetian glassware, says a contributor to the Pottery Gazette and Glass Trade Review of England. As soon as a stranger approaches Saint Mark's Square he or she is accosted by a man of good bearing who asks them, generally in the language they hear them speaking in, whether they will visit the "Fabbrica" of glass. On following him, one soon gets to a factory, the door of which is quaintly hung with bunches of glass grapes in all colors (red, green, white, purple, etc.), arranged on a vine with the most picturesque effect; they could be hung anywhere, and look decorative, but on the "pergola," or terrace, on the vine itself, with natural leaves, they made a beautiful adornment.

Once inside, the visitor is shown spun glass, like silk of many colors, and the weaving of little spun glass plates that are charmingly simple and beautiful in coloring; these are of "retro filato." Then is shown a variety of pieces of pottery and glass, in many colors, meant for mosaic work, and the process was demonstrated by bits cleverly chipped off with pincers so as to form petals, being stuck on to a foundation and worked round and round, bringing out the familiar forget-me-not, daisies, and ornamental devices of brooches, and paper-weights, and the handles of umbrellas, pens, knives, etc. The methods of blowing glass and obtaining the various quaint shapes were all shown, and room after room filled with the "new Venetian glassware." On asking for a catalogue, or for typical photographs of the best specimen, it was said that no such thing existed or could be made, because no two pieces of glass, no two vases, or cups, or flowers ever came out the same as to coloring, and that the artists working on certain given lines improvised the

ornamentation and coloring, so that it varied from month to month. There were, however, a few salient features.

A very remarkable effect had been obtained by lace patterns in white, slightly raised, being wrought on a plain dark or colored foundation; one of the most effective was lace on dark blue glass, but lace on green, pink and mauve glass was charming. There are cups and saucers and sets for tea or coffee, also larger plates of an ornamental nature to hang on walls, and bottles with glasses, and powder and cosmetic jars, all of which, if chosen to tone with the wallpaper or general coloring of a room, would be very pretty. I especially admired the milk-white lace on dark blue and gold glass. The little lace patterns on dishes or saucers look like fancy d'oyleys or serviettes.

Other novelties are tiny bunches of glass flowers wired and sold with little china pots to stand them in or arranged in very long bottles that once were used for essence; the coloring of the little bunches is charming, and the flowers vary in number from nine to a dozen, with trailing or variegated green leaves. These do not compare with the shell-like frailty and the rainbow-hued larger flowers, formerly to be found on so many Venetian glass electroliers, but they are pretty trinkets and ornaments for cabinets or mantleshelves.

As to the typical class of Venetian mosaic glass vases, these have not changed very much in shape or style, but the coloring in no way resembles the old glassware. It is intensely vivid, and reminiscent of the colouring of the Russian ballet! Copies of old shapes in transparent, colorless glass are still made, and filigree glass is also made, but of less beautiful workmanship and coarser design. Mosaic vases made out of cones of variously prepared glass are popular, the "Fioriti" and the "Mille-

fiori," varied, symmetrical, and star-like, being great favorites. In some glassware lines of colored glass are applied exteriorly, and even little ornamental bunches of flowers at each side of a vase to make handles.

There is certainly a revival in Venetian glass industry since the war, and in Venetian glass beads and trinkets, but as an art and as a great and beautiful industry the present ware, in the opinion of the writer, does not come up to the best achievements of the past.

### How's Business?

While but little change has been shown in trade and industry during the current week, the trend is unmistakably toward improvement. Business is admittedly spotty, improvement proceeding with rapid strides in some sections of the country, while it continues somewhat slow in others. However, there is more business being done in June than in May, and last month was a better month than April, so the business man can view the near future with optimism. In its weekly survey of conditions Bradstreet's reports that trade, industry and crops are improved, while failures were slightly more numerous.

#### IN THE EAST

In New York a good many of the distributors express the opinion that business is pretty slow, which is not surprising, considering that trade has now entered the seasonable dull period. But all share the common opinion that the number of buyers in the market and the improvement shown in basic lines, is a pretty good indication that business in crockery and glassware will reflect considerable improvement at the beginning of the fall season. In fact, there is now discernible increased activity in crockery and glassware. Collections are better and more demand is shown in lighting glassware and in dinnerware. In Boston trade is fair, while Philadelphia reports improvement in manufacturing; retail trade fair and collections fair to good. Pittsburgh reports that retail trade is good, coal situation is unchanged and collections slow. In Buffalo general business continues to show improvement, some kinds of help is scarce and retail trade and collections are fair.

#### IN THE WEST

In Chicago optimism is more general, continued improvement in steel industry continues, with more buyers of general merchandise in the market than last year. Road business is lighter but volume booked exceeds that of last year, while mail order sales are making a good showing. In Cincinnati retail business is fair, building active and collections are fair. Cleveland reports that retail trade is fair, metal and auto trades at 75 per cent of capacity and collections fair. Detroit reports that improvement is noted in all lines. Retail sales have increased, and department stores report a fair turnover in moderate-priced goods. Building is active and collections improved. In Kansas City trade is fair, crop prospect good and collections slow. St. Louis reports trade continuing to improve, building active, crop prospects good and collections fair. In Milwaukee dealers in crockery and glassware report an increased volume of business over

last year and collections fair to slow. In Minneapolis retail trade is good, crop conditions ideal but collections are slow. Des Moines reports that trade is fairly active but collections are slow. In Omaha trade shows improvement, building is active, crop prospects good, but collections continue slow.

#### IN THE SOUTH

In Baltimore the small retailers are making special drives for business, but larger stores are holding their own and taking small but satisfactory profits. Possibility of railroad strike is a disturbing factor, but crop prospects are good and collections fair. Louisville reports retail trade fair; Charleston trade as slow to fair, with cut-rate sales improving business somewhat. In Nashville retail trade is fair, building active and collections slow. In Atlanta trade is a little quiet, but bankers report that "frozen credits" are being released. In Birmingham retailers report business as fairly active but collections are slow. In New Orleans business is better, manufacturers are generally working on full time, crop prospects are fair but collections remain slow. In Dallas retail trade is slow, crop prospects good and collections fair.

#### ON THE PACIFIC COAST

In San Francisco retail trade is fair, crop prospects excellent, but country merchants say business is slow and purchases confined to necessities. Portland, Ore., reports trade and industry as fair, building active and collections slow. In Seattle retail business is a little better, but turnover in merchandise shows little gain. Home building is active, money in fair demand but collections are slow.

#### IN CANADIAN CITIES

In Toronto a moderate improvement is noted in trade and industry, retail trade active and one big department store says business is better than for some months past. Crop prospects are excellent and collections fair. Montreal reports retail trade has slowed down. Crops are in excellent prospect. Stores are following agreement to close from 12:30 to 1:45 so that all employes can lunch at the same time, with the view of giving better service to the public. In Vancouver retail trade is good, mining is reviving, shipping active and collections are improving. In Winnipeg trade is quiet, crop prospects good, but collections are slow.

### Mail-Order and Chain Stores Sales

One of the most significant signs of returning healthy economic conditions, in the opinion of local industrial leaders, is the improvement in retail merchandising. The fluctuations in the business of the chain stores and mail order houses present a good index, it is pointed out, of the purchasing power and needs of the general buying public.

"When people study mail order catalogues and chain store prices," said one banker, "it indicates an ambition to strive for economical buying. It is one of the surest signs of returning prosperity."

Encouraging retail conditions are reflected in the May



sales of chain stores and mail order houses. Sears, Roebuck & Co. showed an increase in sales, compared with May, 1921, of 18.3 per cent., the first increase for this company over the corresponding month of the previous year since the mail order business began its decline in March, 1920. Montgomery Ward & Co.'s reports showed business in May amounting to \$6,377, 076, compared with \$5,320,855 in May, 1921, or an increase of 19.9 per cent., and comparing with a March statement, an increase of 5.9 per cent. over 1921. In the first five months of the year Montgomery Ward's sales increased 12.2 per cent.

An interesting sidelight on the business of this company is shown by the fact that although the number of orders received has been larger in each month this year than the corresponding month of 1921, the orders have averaged from \$2 to \$3 less. Officials explain that the recent marked increase in the sales of house furnishings reflect better financial conditions of the farmers, and continued improvement is expected as the Summer progresses. Farm machinery sales have also improved, due to the announcement that the company would sell tillage tools at cost of replacement, and more space is now being devoted in the catalogues to the necessities of life while fewer articles in the luxury class are dealt in.

A new yearly record in 1922 is expected in the sales of F. W. Woolworth, if the present monthly rate of earnings continues. May sales were 15.9 per cent. more than May a year ago, while the five months' total represented an increase of 5.1 per cent. over last year. Sales in 1921 were \$147,644,999.

Similar increases are reported in all the large companies operating 5 and 10 cent stores and 25 cent and \$1 stores. S. S. Kresge reported an increase in May over May, 1921, of 15.9 per cent.; S. H. Kress of 19 per cent. and the McCrory Stores of 24 per cent. The J. C. Penney Company, clothing and dry goods merchants, who now operate 312 stores, show an increase of 5.8 per cent. in April and 6.1 per cent. in May, compared with a decrease of 6.9 per cent. for the first five months of 1921. The company plans to add fifty-nine new stores during 1922.

## Obituary

### LOUIS STERN

In the death of Louis Stern, President of Stern Bros' department store, which occurred suddenly in Paris, June 21, New York has lost one of its leading retail merchants. Mr. Stern arrived in Paris on June 11, having sailed from New York for a trip abroad for the benefit of his health, accompanied by his wife and daughter.

The death of Mr. Stern, due primarily to heart disease, was entirely unexpected by members of his family, according to his son-in-law, Baron Leo de Graffenried, who took charge of arrangements in Paris. Baron de Graffenried suggested that the heart action of Mr. Stern must have been weakened a great deal more by his recent operation in New York City than was suspected at the time.

Tribute to the memory of Mr. Stern was paid yesterday

by prominent men who were his close friends and were familiar with his public and beneficent works. Formal notice of his death was taken at a meeting of the Board of Directors of the Forty-Second Street Property Owners and Merchants' Association, with which Mr. Stern was actively identified, and through which he accomplished much for the development of the Forty-second Street district.

Louis Stern was born in Germany on February 22, 1847, the son of M. A. and Sophia Stern. When the family emigrated to America, the father went to Albany to continue his trade as jeweler and watchmaker. The elder Stern took his sons, Isaac and Bernard and Benjamin as apprentices, but sent Louis to Petersburg, W. Va., where the latter learned the rudiments of merchandising in the small store of an uncle.

After his brothers had become journeymen watchmakers and Louis had served his apprenticeship in the store of his uncle, he proposed to his brothers that they open a dry goods store in New York. The result was a partnership between Isaac and Louis, who opened a small store on Sixth Avenue at Twenty-second Street, in March, 1867, under the name of Stern Brothers.

They dealt in dry goods and novelties at the beginning when they overcame many handicaps. At the end of a year their business had outgrown its quarters to such an extent that Stern Brothers were forced to take additional floors and eventually the whole building. In the early days of their business rise, the two brothers applied themselves industriously to their work. Many nights, according to stories told by their friends, Louis Stern and his brother, Isaac, after completing a hard day's work, curled up on their counters and went to sleep.

Their reputation as sagacious business men was increasing rapidly when they were compelled by limited space to seek other quarters and erected a building of their own on West Twenty-third Street. They occupied this structure from 1878 to 1913. Then came their decision to move further uptown and they selected their present location on West Forty-second Street, between Fifth and Sixth Avenues. Before they moved uptown, Benjamin and Bernard Stern were admitted to partnership in Stern Brothers, and in 1910 the business was incorporated with Isaac Stern as President and Louis Stern, Vice President and Secretary.

In November of that year Isaac Stern retired. Louis Stern succeeded him as head of the corporation, and Melville and Irving C. Stern, sons of Louis Stern, were elected Vice President and Secretary-Treasurer, respectively.

## Here Is a Mail Order Plan That Worked

George Knowlton of E. A. Knowlton & Co., Rochester, related a very interesting type of direct mail advertising his store is employing and realizing big returns on at the spring meeting of the Minnesota R. D. Goods Association held at Rochester May 23-24. Mr. Knowlton said, "We are having big response to a multigraphed letter that we are mailing to mail order house customers. We prepare this

letter on a duplicating device, using for illustrations direct copies of illustrations in mail order house catalogs, having secured similar merchandise to sell at a lower price than that featured by the mail order concern. We always aim to have our pictures exact duplicates, and even duplicate the catalog number and description and then offer customers the merchandise at a lower price than quoted in the catalog. These circulars are very inexpensive and are mailed to a classified mailing list of 35,000 names. The results have been phenomenal. We classify our lists in order to keep advertising for men from going to women and vice versa."

### **American Ceramic Society to Meet in Canada**

The initial program of the summer meeting of the American Ceramic Society has just been issued. The Society will spend the week of August 13-19 visiting ceramic plants in Buffalo, Niagara Falls, Rochester, N. Y., and Montreal, Ottawa, Kingston, Toronto and Hamilton, Canada. An inspection of the famous Feldspar mines at Verona, Canada, will be a special part of the meeting.

Arrangements for the annual meeting of the Society, which will be held in the William Penn Hotel, Pittsburgh, Pa., February 12-16th, 1923, are being worked out. All Divisions will meet in the "Penn." An unusually interesting program is being designed for the meeting of the Whiteware Division, which includes the East Liverpool pottery district.

One of the novel features provided for is a genuine camp dinner to be served at Verona, Canada. It will consist of camp food prepared by first class camp chefs who know how to appease the ravenous appetite of the campers who frequent Canada. Ladies and families are invited to accompany their husbands and fathers, and arrangements will be made to take care of and provide for their enjoyment.

Very attractive rates have been offered by railroad and steamship lines, as the cost of transportation and berths for the trip from Rochester to Montreal and back to Toronto, will be about \$36.

### **Gimbel Bros. Acquire Saks Building**

Isaac Gimbel, President of Gimbel Brothers, announced recently the signing of a long-term lease whereby the firm's New York department store will take over within a year, as an adjunct to its present facilities, the nine-story building now occupied by Saks & Co., just across Thirty-third Street from the present Gimbel establishment. The department store of Saks & Co. is to move to the block at Fifth Avenue and Fiftieth Street, a site covered in part by the Hotel Buckingham, now being demolished.

Although Mr. Gimbel made no definite announcement of the terms of the lease, it was learned that the term was about twenty years, and the aggregate rental approximately \$8,000,000. The acquisition of the building by Gimbel Brothers means that there will be no diminution of the importance of the Thirty-fourth Street section as

a shopping centre. R. H. Macy & Co. recently announced plans for expansion of their floor space, and are now building an addition to their store.

There will be a frontage on Broadway of 400 feet, or two city blocks; 400 feet on Thirty-second Street; on the south side of Thirty-third Street, 400 feet; on the north side of Thirty-third Street, 100 feet; on the south side of Thirty-fourth Street, 100 feet.

"Gimbel Brothers will not take possession of the property acquired until the Spring of 1924, but steps will be immediately taken to prepare for the expansion of the business," said Mr. Gimbel.

The original Gimbel business started about seventy-five years ago at Vincennes, Ind., where Adam Gimbel had a fur trading post at old Fort Vincennes. About thirty years ago the first Gimbel department store was started in Milwaukee, Wis., where it now occupies an entire business block. A few years later the Gimbels started another store in Philadelphia, where their institution covers another city block; and twelve years ago they moved into this city with their store at Broadway and Thirty-third Street. The annual volume of business in all their stores is said to approximate \$100,000,000.

The members of the Gimbel firm in this city are Isaac Gimbel, Louis S. Gimbel, Bernard F. Gimbel, Frederic A. Gimbel, Lee Adam Gimbel and John F. Duggan.

### **M. Rich & Bros. Co. to Erect New Store Building**

The new building to be erected by the M. Rich & Bros. Co., Atlanta, Ga., when completed will give that city one of the largest and best equipped retail stores in the South. The new store will cover more than 30,000 sq. ft. of ground. It will be five stories high, with basement.

Five passenger and two freight elevators will be installed in the new building. The store will have 420 linear feet of display windows. At present it has but 65 feet. There will be four large entrances and also a large automobile entrance.

Many new lines of merchandise will be added to this progressive store of which W. H. Rich is merchandise manager, B. Lilienthal buyer of china and H. G. Bass buyer of housefurnishings. In addition there will be a dining room for the customers and also one for the employees, rest rooms for women and men, a children's play room, a soda fountain, a branch post office, and many new service innovations for the public.

### **The Toy Trade in Mexico**

The retail trade in toys in the States of Aguascalientes and Zacatecas, like other business, has been affected by the general depression, Consul Lee R. Blohm, Aguescalientes, Mexico, informs us. Retailers admit a decline in sales during the Christmas season of 1921 and a fruitless effort to extend the season to the Mexican holiday "Dia de los Santos Reyes," on January 6, when gifts are usually distributed.

German-made toys are most in evidence, comprising

*(Continued on page 23)*



# Merchandising News from the Retail Stores

Sales Notes Which Show What Well Known Shops Are Doing to Promote Trade—Novelties and Short Sets Are Seasonable Features—Gift Shop Goods in Glass and Silver Well Displayed—Many Sales of Aluminum and Housewares and Electric Utilities Now On

OVINGTON'S, the Gift House of Fifth Avenue, has devoted an entire window on the 39th Street side to a display of porcelain birds. These are most extraordinary in lifelike postures. Ducks with wonderful blue heads and grey feathered breasts, pure white swans in glazed finish, parrots and cockatoos in all their natural brilliant plumage, small birds of every variety in their true respective colorings, would delight the most fastidious bird fancier. Some of these beautiful porcelains are for ornament, while others are suitable for flower holders, being provided with a receptacle for holding flowers in the body of the bird. Another seasonable window, shows objects with a predominance of green tones for decoration. Luncheon sets with green borders, and floral decoration centers, tea service in green with black handles and lemonade sets with tiny glass spoons tipped with green, bring the summer season at once to the passer-by in vivid refreshing color. J. McIntosh is the buyer of these delightful attractions.

In the basement Housefurnishing Department, of Frederick Loeser's, Brooklyn, N. Y., Frank S. Mills buyer, an extensive sale of aluminum ware is being conducted. Covered kettles, at \$1.39, cookers at \$2.69, saucepan sets, three in a set, at 79 cents for the set, tea kettles at \$1.59, dish pans at \$1.15, medium sized preserving kettles at 48 cents, are some of the bargains with canaster sets four to a set at 79 cents, these are painted white enameled and lettered in gold, Mary Ann cake pans at \$1.50, porcelain ware, brushes, moth bags and cleaning fluids have a close section in this department.

At the 34th Street entrance of R. H. Macy & Company, there is a very extensive assemblage of glass silver deposit ware. White glass sugar and creamer with overlay silver design, at \$1.39 a set, blue and orchid glass salt and pepper shakers at 38 cents each, oil cruets and combination salt and peppers in containers, plated silver trays with glass inserts and baskets at \$1.34 to \$3.49, boudoir lamps with silver base and frosted glass shades in bird and other decorations at \$19.89 each are among the tempting articles displayed in this section. C. W. Hopkins, buyer of this department, has demonstrated fine taste in the above selections.

Two window displays at Mark Cross, 37th Street and Fifth Avenue, are featuring some summer specialties; salad sets, bowl and plates with butterfly decoration, cocktail sets, floor lamps with unique shades, and a standing smoker's rest with round cover which can be closed to protect its contents when not in use. These are quite

novel and are decorated in light colors and floral or other patterns. They are extremely likely for porch or sun parlor, in harmonious colors. Miss H. E. Schwing, who is at present in Europe in the firm's interest, is the buyer of these novelties.

The Woolworth chain stores are showing some attractive pieces of fired glass objects—cigarette trays in orange, blue, green and white in sets or singly. Tin decorated boxes, in black and gold decorations, others with rose design and portrait heads, pink, green, blue are the popular colors. Glass, wooden and iron candlesticks in the housefurnishing section and assortment of brushes; hand, sink, scrub and clothes are all good ten cent values.

The Gift Shop Division of Franklin & Simon, Miss May Ryan, buyer, has some very desirable bridge suggestions; luster glass vases, powder boxes, and a new designed ash receiver which represents a little tot standing on a shell with tiny birds perched on the edge. This is priced at \$1.25. Enamel ash trays with gold rims, at 65 cents to \$1.50 and a large stock of silverware at attractive prices and light glassware, present attractions for summer gifts.

"The Big Store," Ross chain stores are showing some very inducive prices on aluminum ware and other household articles. Irving Rosenberg, buyer for this department. Aluminum rice boilers at \$1.29, basins at 95 cents, percolators 3 quart capacity, at \$1.49, double roasters at \$4.19, fry pans 19 cents to \$1.39 four sizes, 8 convex pots at \$1.49, special three piece sets at 69 for the set, basins at 95 cents and casseroles at \$1.49 are some of the extraordinary prices. A special line of enameled ware is also shown at popular prices including coffee pots, tea pots, double boilers, and very serviceable baby's bath tubs are among the noteworthy collection which are enticing shoppers for staple articles in the housefurnishing field. A very attractive line of lamp shades in novelty effects and colors are also shown to advantage in this department.

The Leggett stores are becoming almost an electric housefurnishing depot, with vacuum bottles, electric irons, stoves and many other culinary devices D. W. Walker, buyer has selected some timely specialties. Percolators at 98 cents are attracting shoppers, and a new line of pepper and salt shakers in dainty shapes are noteworthy items on sale at popular prices.

## CAUGHT IN THE NEWS NET

IN addition to receiving a gold watch from President Lee Schoenthal, as a prize for having secured the largest number of new members for the Pottery, Glass & Brass Salesmen's Association, in their 1921 membership campaign, Chas. A. Postley was also presented this week by Mr. Schoenthal with a handsomely engraved gold fob, with the emblem of the association in colored enamels in the center.

Justin Tharaud, Inc., has added a new member to its staff, in the person of Justin Tharaud, Jr., eldest son of the well known importer. The young man just finished his schooling at a New Jersey military academy this month. He has a most agreeable personality and greatly resembles his father. He started in this week to learn the importing business from the bottom up and says his great ambition is to show "Dad" that he isn't the only salesman in the china business.

Arthur A. Goldman, of Neuwirth, Robinson & Goldman, 23 West 24th Street, manufacturers of lamps and shades, figured in one of the trade's June weddings in no less a role than bridegroom. The wedding ceremony and reception were held at the bride's home in Baltimore, on June 18th. Mrs. Goldman was formerly Miss Sara Cohen. After a honeymoon spent in Canada the couple will make their home in New York.

R. D. Otto, traveling representative for the Wheeling Decorating Co., Wheeling, W. Va., stopped off in New York from Saturday to Monday, to call on I. Silverberg, New York representative for the concern, and some of his other friends in the local trade.

Ed. Craig, New York manager for the United States Glass Co., is spending a few days in Pittsburgh this week, visiting the headquarters of the company.

"Lou" Reizenstein, the well known Pittsburgh retailer and manufacturer, sailed on Wednesday aboard the "La France" for a several weeks' buying expedition in the European market.

Peter Rinken, buyer for the Boston Store, Chicago, was a passenger aboard the "Resolute," which docked in New York last Friday. He had been away for three months, scouring the European markets for goods. His assistant, Mr. Karnuth, met him on his arrival and together they spent a couple of days calling on the local wholesalers, placing orders before leaving for home.

Charles Hansen, who resigned his position with the Pettis D. G. Co., Cincinnati, O., Jan. 1st, to take the

buyership of the Block & Kuhl Store, Peoria, Ill., resigned his position with the latter firm to go back with the Pettis D. G. Co. on July 1st. A. M. Nordland, who succeeded Mr. Hansen with this firm, has not yet announced his plans.

"Bert" Weaver, buyer for Linn & Scruggs D. G. & Carpet Co., Decatur, Ill., is in town this week placing orders. He reports business unusually good. He is staying at the Hotel Imperial.

Many friends in the trade of Harry P. Muirheid, sales manager for the Bedford China Co., Bedford, O., had the pleasure of a call from him on Monday this week on his way back to the factory after spending the week end with his family at Newark.

Walter Wentworth, who was in charge of the china, glassware, housefurnishing and toys departments for the Retail Research Association, has resigned his position. He is now looking around for a suitable place to go back in the buying game.

D. L. McCarthy, buyer for the Rike-Kumler Co., Dayton, O., is here with his assistant making purchases for his departments. They are registered at the Prince George.

Geo. Salisbury, who recently took the buyership of the Wallace Co., Schenectady, N. Y., is in town this week seeing what is new in the market. Since he assumed the management of the china, glassware and housefurnishing departments for the firm the business has steadily increased. He is staying at the Park Avenue Hotel.

A beautiful wedding, which took place at 5 o'clock last Sunday afternoon at Tremont Temple, Grand Concourse, in the presence of several hundred friends, among which were several members of the trade, was that of Miss Rosalind Blum, daughter of Max Blum, of M. & M. Blum, who operate two successful department stores in the Bronx. Miss Blum, in her beautiful gown and her wedding party in handsome gowns of contrasting colors, made a pleasing picture. The bridegroom was Samuel Kurcias. After the ceremony a reception for about a hundred guests was held at the Hotel Pennsylvania. The couple are now making an extensive Canadian trip on their honeymoon.

Chas. F. Dela Croix, of Dela Croix-Wilcken Co., who is traveling through Canada on business for the firm, reports back that business is somewhat spotty. Charles



Wilcken, of the firm, who is on a business trip through New York state, writes that orders are coming in remarkably well.

After being here with his wife and three children, since early in April, Charles Ahrenfeldt, the well known Limoges China manufacturer, sailed for home aboard the France, on Wednesday. This was his first visit here in over twelve years, and he, of course, found many surprising changes in the business. He particularly missed several of his former friends in the trade who had passed to the great beyond. It was also very difficult for him to accustom himself to the idea of the china and glassware trade being located uptown, for when he left, the wholesalers were all located in the old downtown district. He was very much pleased with the change his American representative Herman C. Kupper contemplated making in removing to the Miller-Kupper Building, 39-41 West 23rd Street. He said that he had greatly enjoyed his visit and hoped to be able to make visits to this country at least once a year in the future.

Due to the purchase of the store of the Z. L. White Co., Columbus, O., by certain officials of the Scruggs-Vandervoort-Barney Store of St. Louis, the latter store has withdrawn from the Retail Research Association and the Associated Merchandising Corporation. The withdrawal was due to the fact that another store in Columbus was a member of the Retail Research Association. After July 15th, the Scruggs-Vandervoort-Barney store will have its own office at 171 Madison Ave., and with it will be associated the Mermod, Jaccard & King Jewelry Co. of St. Louis and the Z. L. White Dry Goods Co., of Columbus.

Fred D. Farrell, traveling representative for Alfred G. Moment, American agent for La Porcelain Limousine china, left on Tuesday for the Adirondacks where he will spend the remainder of the summer roughing it amid the beautiful surroundings of Fourth Lake.

Making his initial trip to America, Franz Heinrich, head of the well known factory of Heinrich & Co., Selb, Bavaria, for which Wm. G. Mueller, 49 West 23rd Street, is American representative, arrived in New York on Friday aboard the "Resolute." He expressed himself as being simply overwhelmed with his first impression of New York and says that if this is a sample of America, that it far exceeds anything he ever anticipated. Mr. Heinrich expects to remain here for some time making a thorough study of the needs of the American market. Later he will make a trip with Mr. Mueller visiting the most important points throughout the country.

### Johnson Bros. Now Located Uptown

After being for many years at 46 West Broadway, Geo. B. Jones, American manager for Johnson Bros., completed the removal on Monday of the concern's office and salesroom to 39-41 West 23rd Street, where they have very handsomely appointed quarters on the fifth floor of

the building. The new location is in the Miller-Kupper Building, situated about midway between Fifth and Sixth Avenues. The building also houses a number of other well known firms in the trade. On the same floor with Mr. Jones are also the salesrooms of Alfred G. Moment, American agent for La Porcelain Limousine china and the Sebring Pottery Co., Sebring, O. On other floors are J. J. Hines, Inc., manufacturers and importers of decorated glassware, lamps and shades, and B. H. Field, Inc., the trade's newest hotel supply concern.

### Outingites to Be Transported to Picnic Grounds in Sightseeing Buses

On account of the difficulty experienced in making satisfactory arrangements for trolley cars to transport the outingites attending the annual summer outing of the Pottery, Glass & Brass Salesmen's Association, at Duer's Park, College Point, L. I., on Saturday, August 5th, the committee has arranged to go by large sightseeing automobiles instead. This is more convenient as well as naturally being much more enjoyable from every viewpoint.

Buses were originally favored by the majority of the committee members, but after discussion the price was deemed prohibitive and trolley cars were decided upon.

Three immense buses have been engaged, capable of accommodating three hundred passengers, so there will be plenty of room for everybody. They will start from 23rd Street and Fifth Ave., at 10:30 in the morning.

The second committee meeting has been called by Secretary Chas. A. Postley for Thursday afternoon at 2:30, when tickets will be placed in the hands of the committee members for sale. All decks will then be cleared for action, to make this the biggest and most successful outing ever held by the Association.

### Buyers in New York

JUNE 22, 1922

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 404 Fourth Avenue.

C. A. Bachman, gift shop goods and lamps, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.

G. Tobler, lamps and Japanese goods, John Wanamaker, Philadelphia, Pa., Broadway and 10th Street.

JUNE 23, 1922

Mr. Rogers, house furnishings, Steinbach Co., Asbury Park, N. J., Exhibit Room No. 3, 1:00 P. M., Pennsylvania.

Mr. Moffitt, house furnishings and toys, R. H. Muir Co., East Orange, N. J., Exhibit Room No. 3, 1:00 P. M., Pennsylvania.

Mr. Neuhouse, toys, H. R. Ware Co., New Rochelle, N. Y., Exhibit Room No. 3, 1:00 P. M., Pennsylvania.

Mr. Ferris, house furnishings and toys, J. W. Hale Co., South Manchester, Conn., Exhibit Room No. 3, 1:00 P. M., Pennsylvania.

G. W. Powell, china and glassware, W. Powell Son Co., Cumberland, Md., Pennsylvania.

JUNE 24, 1922

W. M. Sporborg, mdse. manager all depts., D. B. Loveman Co., Chattanooga, Tenn., Baer & Lilienthal, 1150 Broadway.

W. H. Hurst, house furnishings, Sanger Bros., Dallas, Texas, 19 East 24th Street.

G. R. Raikes, toys, L. B. Steele Co., Buffalo, N. Y., McAlpin.

C. A. Bland, toys, Newcomb-Endicott Co., Detroit, Mich., McAlpin and 200 Fifth Avenue.

JUNE 26, 1922

J. R. Morris, house furnishings, Brager's, Baltimore, Md., 333 Seventh Avenue (J. M. Biggins).

(Continued on page 30)

# WHAT THE POTTERIES ARE DOING

By

M. K. ZIMMERMAN, REPRESENTATIVE

“EVERYTHING IS SUNSHINE AND ROSES,” observed John B. McDonald, sales manager for the Knowles, Taylor & Knowles Pottery Co., as he scanned reports in a recent morning’s mail. “It’s been something like this for quite a time,” he continued. “All of our plants are operating on normal schedules as near as it is possible. Demand is exceeding daily output, and this is as it should be. I’m exceedingly optimistic concerning the last two quarters of the year, and we have absolutely no complaint to make about our trade during the first six months of the year.” President Homer J. Taylor of this company entertains the same view about the condition in the pottery trade as does Mr. McDonald. Future business is being received, some orders being received for fall delivery, while current business on file is sufficient to insure the active operation of this plant for months to come.

W. D. Gilmore, dinnerware buyer for Kaufmann-Strauss Co., Louisville, Ky., spent several days in the local market late last week. He was accompanied by Mrs. Gilmore.

A. J. Strikow, treasurer of the Hopewell China Corp., Hopewell, Va., is due to arrive in the district, where he plans to remain a fortnight, visiting the trade. The Hopewell plant is operating to capacity, reports from that office indicate.

Here and there the news has begun to filter out some of the questions which will be discussed at the forthcoming annual convention of the National Brotherhood of Operative Potters. The result of these discussions will form the basis of debates during the wage conference with the Labor Committee of the United States Potters’ Association. Contrary to expectations the jiggermen will ask for no increase in wages, they remaining content with existing scales. However, the jiggermen will insist during the wage conference that the batter-outs and mould runners, jiggermen’s help, be paid from the office instead of by the jiggermen. The casters will seek a seven per cent increase in wages, and also pay for carrying out old moulds. Another branch of the trade will seek the passage of a resolution for wage conference discussion which will put all potteries on an eight-hour basis. This will hardly be made a matter of official record, and its defeat in the convention is being anticipated.

Harry McNicol, president of the Potters Co-operative Co., and Miss Olga L., daughter of Mr. and Mrs. Alonzo E. Bowman, were married at the parsonage of Grace Reformed Church, Pittsburgh, by the Rev. Charles Bushong,

a cousin of the bride, the evening of June 21. Mr. McNicol is a graduate of East Liverpool High School and also of Culver Military Academy. The bride is also a graduate of East Liverpool High School and also of the New York Musical Institute. Following a three months’ European tour, Mr. and Mrs. McNicol will be at home to friends here.

Joseph M. Wells, president of the American Pottery Co., and a son of W. E. Wells, of the Homer Laughlin China Co., representing the East Liverpool Country Club, won all his matches in the Ohio Golf Association tournament, playing opposite some of the most noted golfers in the State.

E. Kenneth Koos, ceramic chemist with the Chelsea China Co., New Cumberland, W. Va., and Miss Martha Diana Burford were married at the home of the bride in New Cumberland by the Rev. George Perkins, of the Methodist Protestant Church, Washington, Pa. Mr. Koos is widely known throughout the pottery industry as a ceramic engineer.

Quite a lot of ware is being packed in the different potteries here and being held for forwarding July 1, the date when the reduced freight tariff becomes operative. During the last 10 days requests to hold back shipments have been numerous. Some ware, of course, is being forwarded, but on long hauls the buyers desire to take advantage of the new rates.

W. S. Hooper, president of the Ozark Ore & Mfg. Co., with offices at Poplar Bluff, Mo., is interested in receiving tenders for the erection of a generalware pottery. Machinery manufacturers in this district have been advised of the proposed venture.

Eugene Weidig has started the manufacturing of garden pottery in a new plant he has erected in New Orleans. The shop is the only one of the character in that part of the south.

The first kiln of ware to be fired in the new plant of the Onondaga Pottery, Syracuse, N. Y., will be drawn within a few days. The company proposes to erect a second unit of seven kilns later, and this will give the firm an output of three plants, all devoted to the manufacturing of vitreous china.

President Samuel B. Larkin, of the National China Co., Salineville, O., announces that this pottery is oper-

(Continued on page 23)



# What's New in the Market?

Here Are a Few Answers to This Question Which Will Keep Progressive Buyers and Merchants Well Posted on the New Offerings Received From the Most Representative Sources of Supply

## Lamps and Shades of Rare Charm

Constant additions to the line and the many novel ideas always to be seen in the Morimura Bros., Inc., 53-57 West 23rd street, attractive lamp department, make it a source of unusual interest to the buyer. The line is the most extensive and diversified to be seen in the New York Market, comprising original effects that are entirely exclusive with this concern. They are well prepared to meet the present vogue for mirror black por-



celain bases, with a great variety, in all sizes and shapes, in solid mirror black, as well as charming gold decorated effects on mirror black. The lamp as illustrated is their 897/844 with mirror black base, fitted with imported French brocade, in rich subdued tones, finished with a heavy black and gold fringe.

## E. Torlotting Showing New Importations

Art glassware in many artistic designs and in an assortment of attractive colorings has recently been unpacked and is now on display at the salesroom of E. Torlotting, importer, 35 West 23rd St. The consignment of samples of Bohemian glassware from the well-known Gebrüder Lorenz, Steinschonau factory, comprises many new innovations in vases, comports, candy jars, puff boxes, water sets and stemware. Among the new arrivals are vases in many shapes in amber, blue and amethyst, with graceful cuttings. Another striking number includes hand painted vases, consisting of finely executed medallions of many attractive subjects in natural transparent colors, giving a soft and delightful transparency effect. Similarly decorated are a group of tall covered jars. A novelty in high grade art glass is shown in medium size vases cleverly formed of combinations

of white, amethyst, blue and ruby glass, decorated with dainty hand painted roses and finished with gold edge bands. In stemware, a range of glasses is shown in amber with copper wheel engravings and in clear glass with a charming fruit in festoon design. High class water sets in amber with artistic engravings and in clear glass with hunting and other scenic designs in finely executed engraving, an unusual and dainty cream and sugar set and tray in amber, and cigarette, jewel and puff boxes in ruby and amber engraved glassware, are all desirable items which are interesting buyers in the market for the better grades of wares.

## Artistic Lamps and Lighting Glassware

Something new and artistic in decorated ball lamp shades and for the regular electrics, is on display at the salesroom of Dela Croix-Wilcken Co., 19 Madison Avenue. In the Northwood line many new samples are shown in the small sizes, which are very attractive in colorings, although selling at a very moderate price. The range of colorings in graceful tapered shapes includes solid colors in opal, pink, blue, amber and two-tone effects, and the same range of colorings decorated with hand painted daisy, thistle and scenic patterns, which blend charmingly with the satin finished surface of the glass. From the Lustra Art Co. a large range of shades in the two standard sizes in a graceful bell shape are also on display. These new offerings comprise pearl and gold lustre, pearl with gold and blue in a rich and soft blended peacock feather treatment and a number of conventional patterns in amber and white, blue and gold, with and without the gold spider web. In the same art glassware are several new shapes in vases and bowls, including novel forms in footed vases and several in plain bowl and rolled edge shapes. The striking designs are not painted on the surface but are executed in various colored glass mixed in the batch and are therefore permanent as the glass itself. In illuminating glassware a full line of samples of the Northwood line is on view, including opal bowls and balls for lighting, ranging in sizes from 20 inch to 6 inch. In the "alabaster" line are urn-shaped globes embossed with charming Grecian figures in white and old ivory finish, designed for mounting on the newel post in hallways or for hanging by chains. Other items in the alabaster finish include various sized bowls finished in old ivory, with the classical designs edged with brown and blue. From the Decorative Lamp & Shade Co. is an attractive assortment of wooden table bases, ranging from the larger sizes in ebony, mahogany and antique finishes to boudoir lamps and candlesticks, with decorated candles. Hand painted parchment shades in artistic panel effects also deserve mention.

(Continued on page 30)

WHERE THE  
MOLTEN  
CRYSTAL OF MAN'S  
INGENUITY BE-  
COMES PRACTICAL  
MERCHANDISE OF  
PERMANENT BEAUTY

# GLASS FACTORY ACTIVITIES

By

M. K. ZIMMERMAN, REPRESENTATIVE

**A**N interesting feature of the glass trade during last week was in retail demand for preserving containers. Department stores handling these lines did a big business, and as the early small fruit crop is heavy, buying of containers will be strong during the next few months. Several housefurnishing department buyers in this district always observe the fruit crop reports closely, and these reports serve as a guide in ordering the line. Jars have been in heavy demand, while the jelly tumbler line has been moving better than last year. One or two local department stores are ordering jars in carlots. Manufacturers of the container line say that demand is exceptionally active, and production of some plants has been increased.

Bellaire, O., is preparing to entertain the annual convention of the Bottle Blowers' Association, which will convene in that city July 10. The annual convention of the American Flint Glass Workers' Union will be held in Fairmont, W. Va., also within the next week. This is the first time in years where the labor conventions of the two branches of the glass industry have been held so close together.

A rather large amount of finished glassware is being held in glass plants in this territory for forwarding next Saturday, upon which date the new freight rates become effective. These shipments will be placed in care of the carriers June 30, and this will permit invoices being mailed customers under June dating. The shipments will of course not be billed out by the carriers until July 1, and the buyers will then save the difference in the freight tariff.

Sites at Rochester, Pa., formerly occupied by the former Keystone Glass Co. and the old National Glass Co., have been taken over by the American Borax Co., deeds having just been passed. Borax and potash will be the main production of the company, which plans the immediate erection of large buildings.

Fire, resulting from a broken tank, caused a loss of about \$1,000 at the plant of the American Bottle Co., at Tarentum, Pa., which occupies a site formerly used by the old Tarentum Glass Co.

Some clever decorations are being used on the new portable shade line of the Pittsburgh Lamp, Brass & Glass Co. The effects are quite different from anything heretofore designed, and the brilliancy of the colors stands out prominently. Some of the new decorations consist of floral designs, while others have a scenic effect. The new line has just been placed on display in

the local sample rooms in the Chamber of Commerce Building, which is under the management of Robert G. West.

The new soda fountain and lemonade glassware catalogue of the United States Glass Co. will be ready for distribution to the trade within a few days. Every item listed by this company in this line has been fully described, and the issue as a whole is the most complete the sales department has yet issued.

On account of the increased demand for glass sand, it being said that over two million tons of the commodity is being used annually, the Pennsylvania Glass Sand Co. has placed its Dawson, Pa., plant in operation, which has been idle for quite a period. This would indicate that the consumption of glass sand has an upward turn, and that output of glass factories is soaring.

The news has been received by the trade here of the death at Clarksburg, W. Va., of Joseph Neutzling, one of the older characters in the glass trade. For many years he operated a plant at Uniontown, Pa., before removing to Clarksburg.

Flower baskets and bud vases are having quite a sale throughout the country, so glass salesmen report. Not only are the decorated lines selling well, but the light cut patterns are in very active request. Department stores have been compelled of late to duplicate initial orders on these lines.

Wholesale druggists, during the last fortnight, were rather active in anticipating future requirements for soda fountain requisites. The situation is just the reverse of what it was reported to be three or four months ago, when this trade was buying the line "from hand to mouth." Some carlot business for this class of merchandise has been placed within the last few days.

Effective next week, glass workers will begin to enjoy their summer holiday. The workers, under agreement, have the right to judge the extent of their vacation period, but at no time shall factory forces be so depleted as to cripple production. In many instances the employees will take their holiday in small groups. It seems that the old time rule of forced idleness in the glass factories during the summer period is now a matter of history. It has been so since the beginning of the late war.

A new two-story plant is being contemplated by the Herschede Glass Co., at Cincinnati, according to information received by the trade here this week.



### What the Potteries Are Doing

(Continued from page 20)

ating to capacity. "Business is very good with us, especially on open stock dinnerware," he observed. "There has been some tendency of late to order in large volume, and our mails indicate that the retail trade is buying on a more liberal scale."

Examples of the ceramic class of the Wheeling (W. Va.) High School have been placed on display in that city, consisting of rose bowls, vases and other similar items. The Wheeling High School is the only one in the United States maintaining a miniature pottery in practically complete form.

The T. A. McNicol Pottery Co. is experiencing an active demand for its new offering, which it has designated "bride's sets." The decorations are attractive and run strong to borders, although some spray treatments are to be had when desired.

### Wells Wins Silver Cup

Joseph M. Wells, head of the American Pottery Co., and a son of W. E. Wells, of the Homer Laughlin China Co., won the silver cup offered by former Governor James M. Cox of Ohio for the amateur golf champion of Ohio during the finals played on the links of the Mayfield Country Club at Cleveland, Saturday, June 24.

At a dinner given at the East Liverpool Country Club

the evening of June 26, the victory of Mr. Wells was celebrated, Charles C. C. Ashbaugh, of the West End Pottery Co., presiding. The Cox Cup was formally presented to the East Liverpool Country Club, which Mr. Wells represented in the Mayfield tournament.

President Charles L. Sebring, of the Sebring Pottery Co., who witnessed the match at Mayfield, was a guest at the dinner.

When Mr. Wells began play last Saturday afternoon, his opponent was leading by one hole. The official score for the 36 holes follows:

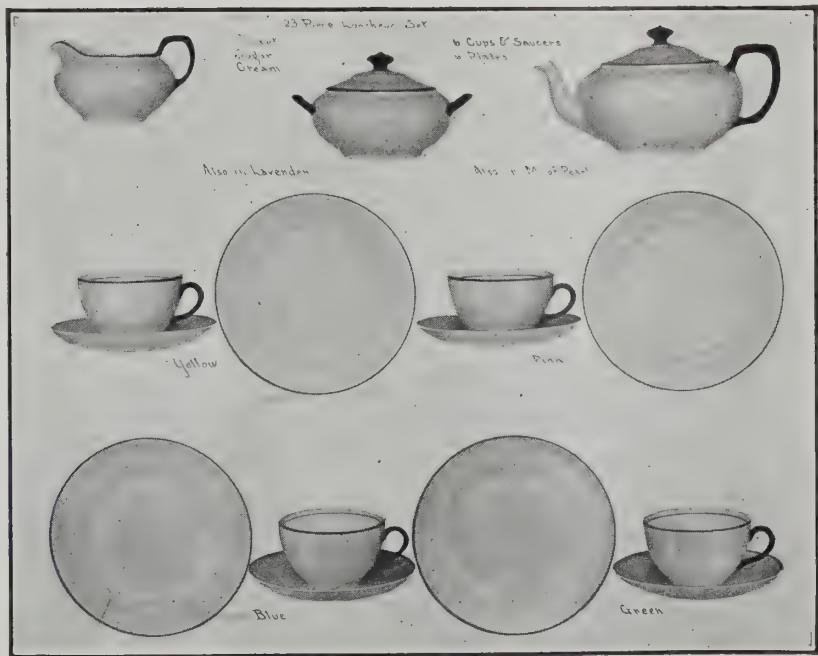
Hasmann—									
Out .....	4	6	5	3	5	5	5	3	4—40
In .....	x	5	3	4	5	4	5	4	6—x
Wells—									
Out .....	4	6	6	4	4	5	4	4	4—41
In .....	4	5	3	6	6	5	4	4	5—42—83
Wells .....	Out—445		455		455—41				
	In—453		443		335—34—75				
Hasmann .....	Out—555		385		433—39				
	In—542		464		435—37—76				

### Business Briefs

The work of remodelling the main and second floors of the Friedman Store, Superior, Wis., is now under way, and an electric elevator will be installed.

The variety store of P. McGovern, 530 River St., Woonsocket, R. I., was destroyed by fire last week.

## Lines to Use as Special Features



23 Pieces—Tea Pot—Sugar—Cream—6 Plates and 6 Teas

### 23 Piece Luncheon Sets

Six colorings

*Fine for Weddings*

Brighten up your stock

Wonderful Sellers

They come in

Yellow, Green

Pink, Lavender

Blue, Mother of Pearl

*Try them*

They are beautiful

**THE D. E. McNICOL POTTERY CO., East Liverpool, O.**

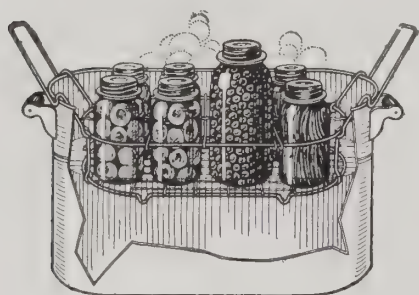
# In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives and Are Stocked by Progressive Merchants Who Are Alert to Supply What the Public Wants

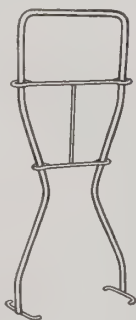
By BEATRICE MILLER WISNER

## A Worthy, Dependable Canning Rack

**D**URING canning season every good housekeeper is on the outlook for dependable devices for speeding up the irksome task of preserving. One of the most trustworthy and efficient cold-pack racks is manufactured by the Union Steel Products Co., Ltd., Albion, Mich. This estimable product is said to be the only One-piece Adjustable Folding Cold Pack Canning Rack on the market. It possesses



all the advantages of the adjustable rack, yet without the ability of loose parts being mislaid or broken. The "Union" fits any ordinary No. 3 wash boiler and is lower in cost than a complete canning rack and container. Cans may be suspended out of the water and can be removed without burning the fingers. By means of the adjustable sliding rods and ratchet wire, any size can two-quart or under may be used, or all sizes may be cooked together. The "Union" is strongly built of heavy steel wire, electrically welded throughout, rigidly braced, and fully tinned to prevent rusting. The No. 4 "Union" is the same type and general construction as the No. 3, but holds only four cans, two quart size or smaller, and is adapted to fit the ordinary kitchen kettle or lard can. Whether using the "Union" Canning Rack or not, the Sure Grip Jar Lifter will be found one of the most desirable utilities for lifting the jar from any boiling receptacle, as it will lift easily the heaviest can either by a top or side grip. The above illustrations tell the story of the advantages and construction of these sturdy products. Every woman knows the trials and difficulties of lifting jars when hot from the boiler or other vessel, and is quick to recognize in the "Sure Grip" and "Union" all the essentials which go to make up reliable preserving utilities.



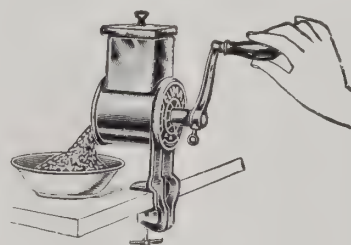
## Worth While Garbage and Ash Cans

Strength in ash and garbage cans is an important point, because there is no household utility which receives harder treatment than the much abused ash and garbage

can. Follansbee Brothers Company, Pittsburgh, Pa., are manufacturers of a superior product in the "Security" line of ash and garbage cans and pails. To stand severe usage the bodies are made of heavy gauge "Security O. H. H." rust-resisting sheets. Deep vertical  $1\frac{1}{4}$  inch corrugations pressed into the body between reinforcing bands tend to make the bodies more rigid. Tops and bottoms are reinforced with heavy bands, butt welded, riveted 4 on centers, the rivets at bottom extending through the body, band and flange of bottom. Drop handles are extra heavy and so constructed that bending is prevented. The "Security" cans are said to be odorless and sanitary, owing to the close fitting lid. They are also water tight and rust-resisting, being galvanized by hand. The wearing features of "Security" cans are sturdy construction, fine workmanship and quality in material.

## "Climax" Grater a Time Saver

In anticipation of the coming fruit and vegetable season, when a grater is necessary, consumers are looking for a reliable product which will grate and not crush foods to be used in canning or other purposes. The Hamilton Metal Products Co., Hamilton, Ohio, has produced in their worthy "Climax Grater" an article which embodies all the exacting elements of a real grater—it will not crush nor chop foods, but grates them. Its easy operation recommends it to housewives, as a time saving utility. It is a superior device which will grate any kind of food; potatoes, cocoanut, pineapple, horseradish, chocolate,



cheese, stale bread, crackers, etc. It can be securely fastened to table or other accessory by the thumb-screw attachment. Is sanitary and easy to take apart for cleaning. It is impossible to grate the fingers,

as the grater is enclosed. Each "Climax" is packed in separate cartons and shipped in containers holding 1, 2, 3 or 6 dozen. Strong and neat construction places the "Climax" Grater in the foreground of attractive household utilities, and its quick and ready service holds it at the high water-mark of popular demand. The above concern are also manufacturers of the famous "Climax" Non-Stick Gem Pans and "Climax" Cash Boxes.



# BOSTON NEWS NOTES

By

R. B. HEMENWAY, Representative

BOSTON OFFICE

98

MAY STREET

NEEDHAM

MASSACHUSETTS

**R**EPORTS during the past week from traveling men indicate that conditions are still improving. In the New England district, outside of the textile centers, buyers are much more optimistic than during the previous months and are showing more interest in the market. Even in the strike districts there is a little more activity. The general opinion is that the time has come when it is worth a salesman's time to make his territory. Results will be small but consistent.

The Boston Chamber of Commerce through its bureau of Commercial and Industrial affairs is prepared to furnish pamphlets for distribution on the following subjects:

What a Cost System Should Do for You.

Overhead Expenses—How to Distribute Them in Good and Bad Times.

Depreciation—Its Treatment in Production.

Cost Systems Through Trade Associations.

Perpetual Inventory or Stores Control.

Better Banking.

Practical Experience in Office Management.

Our Common Enterprise—a Way Cut for Capital and Labor.

Commercial and Industrial Boston.

Budgetary Control for Business.

T. C. Heisey of the A. H. Heisey Co., was in town Friday calling on some of the trade with the Heisey New England representative, George A. Granville, III Summer Street.

## Here's an Idea from Senator McCumber

In these strenuous days when every manufacturer and merchant is striving to their utmost to make business very good when it is not so good but that we all hope it may soon prove very much better, a good deal of controversy is occurring in Washington. And through the smoke clouds of unquenchable argument and debate ever and anon flashes the flame of an idea, and its entry in the voluminous records. In the pages of the Congressional Record of April 20, 1922, we have noted this highly original and sparkling idea. It offers a suggestion on how to raise prices and lower them at the same time. Senator McCumber, Chairman of the Finance Committee, is the author and we quote him in part as follows:

"We have tried to help bridge this gulf between the production cost of manufactured articles and the consumer's ability to buy them by doing what we can to increase the purchasing power of the latter, and it is now up to the manufacturer to do his part to bring his cost down to meet the size of the consumer's pocketbook.

With the present high cost of living it would be most unjust to stall his economy by forcing a reduction in the wages of his employees.

"I am not a manufacturer or an employe, but being an American citizen who must buy the articles that result from the capital of one and the labor of the other, and knowing that the principal cause of idle mills and idle men is this disparity between manufacturers' cost of production and consumers' ability to pay, I think I can suggest a course that will do more for our national prosperity than can be accomplished by any kind of law, tariff or otherwise.

"Let the manufacturer be satisfied with a most meager return upon its investment for a while, then let the employes increase their efficiency to the highest possible degree. It is a healthful sign that this efficiency is being increased, but it is true that it has not yet reached its pre-war standard. Then if the retailer will just follow the manufacturer, the great American public, now hungry for more and better things, will give employment to all to supply its demands and old-time prosperity will again reign throughout the land."

## HERE IT IS!

We know you want our individual, economical

### Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



We guarantee these bowls as represented

Write for Catalog and Prices

### The Sanitary Sugar Bowl Co.

Successors to Schoenheit & Pierce

Manufacturers

6230 Penn Ave.,

Pittsburgh, U. S. A.



## "THE HOUSE OF CUPS AND SAUCERS"



Immediate Shipment  
Attractive Prices

We carry full lines of

China Ware, Housefurnishing  
Goods, Baskets, Dry Goods,  
Toys and Novelties, etc.



**TAIYO TRADING COMPANY**

101 FIFTH AVENUE, NEW YORK

TAIYO TRADING CO., LTD.

79 Wellington St., West  
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325 W. Madison St.  
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CHAS. H. PHILLIPS, JR.

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# PHILLIPS, THISTLE & SMITH, INC.

1107 Broadway (at 24th St.) New York City

Albemarle Bldg., Room 803

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Two of Our Popular Cuttings made by the Seneca Glass Co.

*Representing*

**SENECA GLASS CO.**

A complete line on display of Table and  
Lighting Glassware.

**SMITH-PHILLIPS CHINA CO.**

A large array of Dinnerware in White and  
Gold and many attractive border decorations.



# THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO OFFICE

312

SOUTH  
CLARK  
STREET

THE excellent sales of illuminating glassware during the past month, due to the building boom in Chicago, have overshadowed all else in the glassware business, and the sales of table glassware look small in comparison. Moreover, the building boom in Chicago, and all Illinois, shows no signs of abating. During May permits taken out in the thirteen leading cities of the state amounted to \$30,886,862 worth of work, which is more than seven times the value of the amount of work authorized during the same month last year. This is taken as an indication of returning prosperity. Sales of table glassware are small at this time, which is more or less expected at this time of the year, when the retailers are busy with their semi-annual inventory work, and are waiting for their budget announcements early in July. By the middle of July it is expected that buying will commence to revive materially. This situation also applies at this time to china, lamps and housefurnishing goods.

The meeting of the National Retail Hardware Association at the Sherman Hotel last week brought many hardware dealers, who are also interested in china, to Chicago. The object of their visit, however, was association work, rather than buying. Two hundred and fifty delegates attended the meeting.

The Chicago Furniture Market for the season June-ly opened last week in Chicago. Regardless of the fact that the opening was two weeks in advance of the usual time, it was predicted that the attendance would run over four thousand, and some expect that more than five thousand buyers will attend before the market closes.

Among the crockery buyers in the city last week were: J. M. Campbell, Bowling Green, Mo.; S. S. Blair, Delaware, O., and O. A. Dobbs, of Atlanta, Ga.

L. S. & W. S. Rosenbaum, manufacturers' representatives, with offices and display rooms in the Transportation Building, are now representing the Salem China Co. in Chicago territory. This line of dinnerware was formerly being sold from a branch office in the Lake View building, Michigan Ave.

J. I. Lore, general factory manager, and John Ollomon, head director for both plants of the Albright China Co., drove to Chicago last week with I. E. Mincks, Sec'y. and Sales Manager of the Albright China Co. Mr. Mincks was in Scio, O., where one plant is located, during the previous week.

The Reuhl Molding Co., of Cincinnati, O., was represented in Chicago last week by L. N. Forbes, who maintained a display of the factory's line of desk sets, picture frames, ash trays, book ends, etc., in room 540, Palmer House. The Reuhl Molding Co. will also show their line at the coming Gift, Art Wares, and Novelties Exhibit, August 7 to 12 at the Palmer House.

F. I. Simmers, President of the Hall China Co., spent several days in Chicago during the past week.

Oscar Helm, of Helm & Soukup, 17 N. Wabash Ave., manufacturers' representatives and importers of illuminating and table glassware, left Chicago last Saturday for a business trip to New York.

"Bert" Glaser, associated with the Potomac Glass Co., of Cumberland, Md., was in Chicago last week following a trip in the Northwest. Mr. Glaser reported business generally good on his trip. He left for the East after spending a few days in Chicago.

D. Milch, of New York, designer and manufacturer of picture frames, mirrors and other objects of art, displayed his samples at the Palmer House during the past week.

We have all heard some good fish stories, but here's one that is backed up with an American Express Co. receipt. Ira A. Jones and "Mike" Meder have been landing big ones up at Cable, Wis., for a week. Mr. Jones sent two of his prize catches to John Ling of Mandel Brothers, followed by a letter instructing that one fish should be given to John Bowman, president of the Chicago Pottery and Glass Association. The fish arrived before the letter, however, so Mr. Ling gave his doctor the extra "catch" and Mr. Bowman lost out. "Mike" Meder's shipment of three fish, care of Clyde Reasner, had a similar experience, in that Mr. Reasner gave them to the wrong parties before the letter arrived instructing the disposition. Moral: Send fish by mail and letters by express.

George Turner, of Ira A. Jones Co., left Chicago last week for his annual vacation.

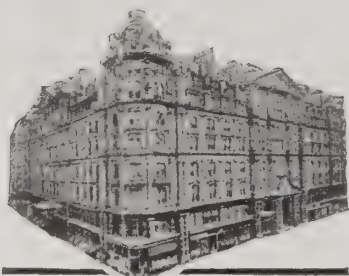
The Combination Lamp Co., 8 S. Dearborn Street, was incorporated last week for \$30,000, to do a manufacturing business in lamps and pedestals. The incorporators are S. P. Simon, Abraham Lewis, and Joseph Gerch-gall.

# CHICAGO

READY TO SERVE  
BUYERS OF  
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP, & ART GOODS-DOLLS & TOYS

## THE PALMER HOUSE

invites you to inspect  
the following lines.



**Albright China Co., Room 25**  
Fine Dinnerware and Fancy China.  
I. E. Mincks, Sect'y and Manager.  
W. T. Darden, Mgr. Sales.  
Phone, Dearborn 4700

**Crooksville China Co., Room 591**  
Makers of Dinnerware  
Represented in the Midwest and  
West by J. E. Boring  
Telephone Central 5271

**W. T. Darden Co., Room 51**  
Jackson Vitrified China Co.  
T. A. McNicol Pottery Co.  
Genesee Pottery Co., Inc.  
Transpare Cloth Corp.

**Guernseyware, Room 562**  
**COOKING UTENSILS**  
Vitrified China, Plain and Decorated  
**ROLLED EDGE HOTELWARE**  
Vitrified China, Plain and Decorated  
T. F. Reid, Representative  
Telephone Dearborn 4700

**Potters Co-operative Co., Room 43**  
Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

**Thomas F. Reid, Room 562**  
Dinnerware, Vitrified Hotel Cooking Ware and Tea Pots, plain and decorated.  
Aluminum for special sales and high grade Cut Glass.  
"Scout-Runner" with the live center.  
Phone, Dear. 4700

### WALTER B. ANDREWS

30 East Randolph Street  
Corner Wabash Avenue  
Room No. 405

Representing

MONONGAH GLASS CO.  
CO-OPERATIVE FLINT GLASS CO.  
THE DUNCAN & MILLER GLASS CO.

Imported overglazed  
**CHINA COLORS**  
Powdered or Mixed for Use  
Everything for China Decorators  
**PILKINGTON MANUFACTURING CO.**  
3223 W. Lake Street Chicago

### A. G. HALLGREN

Room 408, Garland Bldg. Phone Cent. 2961  
58 E. WASHINGTON ST.

Representing

MERCER POTTERY CO., manufacturers  
of Quality Dinnerware and Hotel Ware.  
IROQUOIS CHINA CO., manufacturers  
of Vitrified Hotel and Restaurant China.

### THE HAEGER POTTERIES, Inc.

*Pottery of Distinction*

Plant and salesroom at

**DUNDEE, ILLINOIS**

(Convenient suburban service from Chicago)

### FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

### KAY BEE CHINA WORKS

Manufacturers

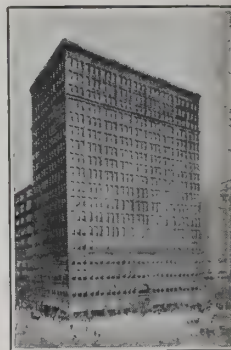
**High Grade China**

CHICAGO

ILLINOIS

### HEYWORTH BUILDING

Madison and Wabash



THE  
PLACE  
TO  
BUY  
GLASSWARE

The John S. Ward Co., not Inc.  
Room 1508

Luster Tea Ware  
Gold Encrusted China  
Decorated Glass Ware  
Gift Articles  
Lamps and Shade

### PLATINUM Encrusted China— The Latest

A most wonderful treatment in Bright and Dull finish. Guaranteed to wear and the BEST Seller. Your line is not complete without

**KITTLER'S PLATINUM CHINA**  
2118 Hudson Avenue, Chicago  
Phone DIVERSEY 3357

### JOYCE ART STUDIO

Finest encrusted gold china work. Special lustre and gold band glassware. Original designs in floral decorations.

Phone Austin 1500

5006 WASHINGTON BLVD.

### FOSTORIA GLASS CO.

Chicago Display, 306-7-8 Masonic Temple

Flint Glassware,  
Pressed and Blown  
Etchings, Cuttings  
and Iridescent.

Harry G. Dalzell  
Phone  
Central 3497.





# CHICAGO

READY TO SERVE  
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS  
GIFT SHOP & ART GOODS-DOLLS & TOYS

## LIN-O-LITE SHADES

An innovation, hand painted Linen, Silk Lined and Silk Braid Trimmed. Durable and strong. Made by

**VOLKMAN & CO.**  
3223 W. Lake St.

## THE UNITED STATES GLASS CO.

Room 409, 30 E. Randolph Street  
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-  
TAINS COMPLETE SAMPLE LINES  
DIRECT FROM OUR FACTORIES.

*Here's a good business building  
card for sale at a little price.*

Phone Wabash 860

## THE LIMOGES CHINA COMPANY

*Represented in Chicago by*

**JOHN G. EDMUNDS**  
1319 Michigan Ave.

*This "card" can be made to yield  
big dividends. Phone Wabash 860 for  
rates.*

While in Chicago Visit

**STETSON CHINA CO.**  
1535-37 S. State Street  
Phone Calumet 0876

We are prepared to make immediate  
shipments.



## THE SHOPS BUILDING

17 N. Wabash Ave.

*Buyers are urged to inspect these lines*

### HELM & SOUKUP

Factory Representatives. Imported  
and Domestic Table and Illuminat-  
ing Glassware.

### KELLY & REASNER

Representing McKee Glass Co.;  
Eagle Mfg. Co.; Indiana Glass Co.;  
Bonita Art Co.; N. Northwood  
Co.; Mound City Glass Co.; D. C.  
Jenkins Glass Co., and Geo. R.  
West & Sons.

### THE McANULTY CO.

Aluminum Goods for special sales.  
Copper and nickel plated ware.  
Phone Central 3240.

### E. M. MEDER

Manufacturers' Representative sell-  
ing dinnerware, glassware, lamps,  
willow-ware, nickel, copper and  
silverware.

### LEWIS H. SIMPSON & CO.

Representing Athens Glass Co.,  
Fenton Art Glass Co., Huntington  
Tumbler Co., New Martinsville  
Glass Mfg. Co., and H. R. Wyllie  
China Co.

*Note—Concerns wishing to secure  
space in this building for display pur-  
poses should apply to*

**ROSENBERG & LURIE**  
178 W. Jackson Blvd.  
Phone Har. 4258

*Ira A. Jones Co.*  
17 North Wabash Avenue  
Chicago

## Announces

their removal from 17 North  
Wabash Avenue to more com-  
modious quarters in

**The Burley Bldg.**  
9 N. Wabash Ave.  
Chicago

## EARL W. NEWTON

and Associates Announce  
the removal of their display room from  
the Heyworth Bldg. to larger quarters in  
**THE BURLEY BLDG.**  
9 N. Wabash Ave., Chicago

## PROGRESSIVE CHINA DECORATING CO.

Decorators of fine imported and do-  
mestic china. Monogram and design  
duplication a specialty.  
1836 W. Van Buren Street  
Phone West 3645

## TOLPIN STUDIOS

**FINEST DECORATED CHINA**  
Specializing in gold encrusted dinner-  
ware, Pompeian Lustre, and hand  
painted china for gift shops and depart-  
ment stores.  
3620 Roosevelt Road  
Phone Nevada 7046

## HISPANO-MORESQUE

**LUSTRES & METALLIC GLAZES**  
Vases, Bowls, Lamps, Comports,  
Candlesticks  
**THE N. O. CEDERBORG CO.**  
Chapman Block, Aurora, Ill.



# W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

## HELP WANTED

**SALESMAN**—Old established manufacturer wants experienced salesman to carry side line of metal table lamps, covering New York, New Jersey, New England, Central and Southern states. Box 172, care CROCKERY AND GLASS JOURNAL.

**REPRESENTATIVE WANTED** by fancy goods and holiday novelty concern calling on large department stores through the middle west. Must have had experience in this line and acquaintance with the buyers. Box 183, care CROCKERY AND GLASS JOURNAL.

## SITUATIONS WANTED

**AGGRESSIVE, THOROUGHLY POSTED** China and House Furnishing Buyer wants to make other connections for August 1st. All references, six years in present position. Box 179, care CROCKERY AND GLASS JOURNAL.

**SALESMAN WISHES POSITION** to cover Southern and Western territory to carry dinnerware and lamp lines. Box 185, care CROCKERY AND GLASS JOURNAL.

## BUSINESS OPPORTUNITIES

**WANTED**—Decorating kilns to fire porcelain dishes ranging from eight up to ten, no smaller will be considered. Box 182, care CROCKERY & GLASS JOURNAL.

**REPRESENTATIVE WANTED**—Large importer wishing to centralize his efforts is willing to give over exceptional agency for dinnerware and glassware. Want live salesman who has small office or showroom. You can use our New York and foreign office facilities. Give age and lines now carried when replying. Box 184, care CROCKERY AND GLASS JOURNAL.

## What's New in the Market

(Continued from page 21)

From H. E. Rainaud Co. a very complete and noteworthy assortment of metal table, boudoir, desk, piano and floor lamps are attracting considerable attention from buyers. These are shown in many artistic designs and in the antique Dobre green, Maro green and Zarta brown bases with novel opal ribbed glass paneled shades decorated with festoon and floral designs in blue, red and yellow. Among the new shapes are shades in rosette, clover leaf, circular and an unusual oval form. Complete shades and fixtures for indirect lighting in the same assortment of finishes and shades are shown, and a very effective twin bed lamp in polychrome finish are some of the outstanding numbers which are not only beautiful but very moderate in price.

## The Toy Trade in Mexico

(Continued from page 16)

about 75 per cent of the value of all toys sold and consisting mostly of dolls, toys made of wood, and miniature stringed instruments. American toys, the only rivals of the German, are chiefly mechanical; though popular,

they are priced too high to satisfy the local trade.

Mexican workers in tin or wood are not adept in the manufacture of toys and have never been able to displace foreign-made ones. They are, however, very clever in the construction of pottery of picturesque design, miniature birds, animals, and manikins; while these make excellent symbolical decorations for Christmas trees and ornaments for mantels, they do not satisfy the Mexican child's desire for a real plaything.

There would appear to be a real future for the inventive Yankee toy maker, therefore, in supplying this line of trade to Mexican children.

## Cut Glass Manufacturers to Meet in Canada

Notices have been mailed to members of the National Association of Cut Glass Manufacturers by the president of the organization, G. Wm. Sell, of the Krantz & Sell Co., Honesdale, Pa., of the annual mid-summer meeting of the association to be held on Tuesday, July 11, at the Hotel Windsor, Montreal, Canada. The meeting, which is the first to be held outside of the United States, will be called to order, in room 129 of the above mentioned hotel, at 10 o'clock in the morning.

Every member is urged to attend, as many matters of special importance will be acted upon.

Aside from the importance of the meeting from a business standpoint, it will prove a very pleasurable outing. The well known Canadian cut glass manufacturer, Robert A. May, Vice-President of Geo. Phillips & Co., Ltd., who is a director and one of the enthusiastic members of the Association, is planning to make everything as pleasant as possible for the members and their friends who attend. Those who make the trip by auto will find the roads excellent and the scenery unsurpassable.

## Buyers in New York

(Continued from page 19)

A. Davidson, mdse. manager, Davidson Bros., Sioux City, Ia., 1150 Broadway, Baer & Lilienthal.

H. Rubin, toys, china, glassware and lamps, The Fair Store, Binghamton, N. Y., Grand Hotel.

R. Evans, china and house furnishings, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

Mr. Hall, house furnishings, W. Hengerer & Co., Buffalo, N. Y., 16 West 39th Street.

Max Friedman, house furnishings, Max Friedman, Cleveland, O., Pennsylvania.

J. Power, house furnishings and chinaware, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.

C. H. Almond, Jr., house furnishings, china and glassware, C. H. Almond Co., Lynchburg, Va., 333 Seventh Avenue, care Biggins.

S. E. Price, house furnishings, Powers Merc. Co., Minneapolis, Minn., 16 West 39th Street.

J. S. Broida, house furnishings, J. S. Broida, Parkersburg, W. Va., care of Hoffman and Hartblay, 117 West 33rd Street.

F. J. Miller, china and glassware, G. Somers & Co., St. Paul, Minn., 395 Broadway.

JUNE 27, 1922.

W. B. Stanton, house furnishings, Stewart & Co., Baltimore, Md., 16 West 39th Street.

Robert Evans, house furnishings, J. N. Adams Co., Buffalo, N. Y., 16 West 39th Street.

Mr. Hall, house furnishings, Wm. Hengerer & Co., Buffalo, N. Y., 16 West 39th Street.

Mr. McCarthy, toys, B. S. Jones assisting, Rike-Kumler Co., Dayton, Ohio, 225 Fifth Ave.



# The Roessler & Hasslacher Chemical Company NEW YORK

Cleveland, O.

Chicago, Ill.

Trenton, N. J.

BRANCHES:

Boston, Mass.

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Fac-Simile of Label.  
"MADE IN AMERICA."

## Liquid Bright Gold

Overglaze—Colors—Underglaze

Liquid Lustre Colors—Oxides and  
Bodies for Decorating and  
Coloring

America's Leading Ceramic Material House

## CHEMICALS

## Minerals and Oxides

—for—

Pottery, Glass, Enameled Ware, Tile,  
Clay Products

HIGHEST GRADES.

# Bryce Brothers Company

MOUNT PLEASANT, PENNSYLVANIA

NEW YORK OFFICE, 240 FIFTH AVENUE

Representative, J. Duncan Dithridge

BOSTON OFFICE, ROOM 114, YOUNG'S HOTEL

Representative, Robert W. Corey

Manufacturers of

Blown Lead  
Glassware

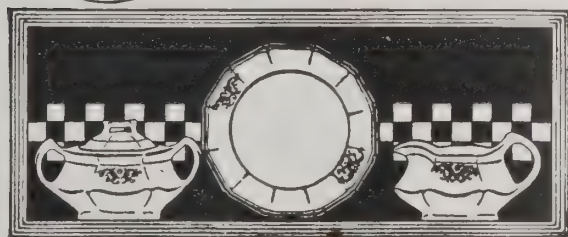
In Crystal and Colors

TRAVELING REPRESENTATIVES:

W. H. Duval

Myric W. Bryce

Harry C. Smallwood



THE LIMOGES CHINA CO., SEBRING, O.

REPRESENTATIVES:

New York, Edward B. Dickinson, 200 Fifth Ave.  
Chicago, John G. Edmunds, 1319 Michigan Ave.

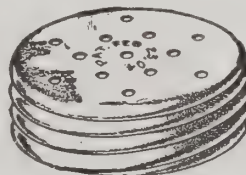
Sole Owner of the Patent

Celluloid Cap &amp; Metal Ring Co., Inc.

NEPERA PARK, N. Y.

Celluloid "Salt and Pepper" Caps

ALSO CELLULOID DISCS.

We carry about fifty stock sizes of caps; and  
are also prepared to supply special sizes to  
order. Write us for prices and samples.

## WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades,  
Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in  
all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.

New York Office: 290 Broadway.

## Business Briefs

The Union Housefurnishing Co., East St. Louis, Mo., has reopened their new enlarged store with a complete and high grade line of housefurnishings.

C. D. Daly, a pioneer merchant of Aurora, Ill., died recently. Starting in the crockery and glassware business 45 years ago, he conducted a store at Fox Street for 28 years, retiring from business several years ago. He was 76 years of age.

The West Philadelphia Cut Glass Co., Wilmington, Del., has been incorporated with a capital of \$100,000, the incorporator being the Corporation Trust Co. of America.

H. A. Tamblin, house furnishings and small wares, Crowley Milner Co., Detroit, Mich., care A. Fantl, 116 West 32nd Street.

C. H. Almond, house furnishings, china and glassware, C. H. Almond Co., Lynchburg, Va., care A. Fantl, 116 West 32nd Street.

S. E. Price, house furnishings, Powers Merc. Co., Minneapolis, Minn., 16 West 39th Street.

J. S. Abrams, mfg. glass baskets, Abrams & Co., New London, Conn., Imperial.

S. Rosenberg, toys, Philadelphia Notion & Novelty House, Philadelphia, Pa., Martinique.

JUNE 28, 1922.

S. Rosenberg, toys, Phila. Notion & Novelty House, Philadelphia, Pa., Martinique.

Louis Reizenstein, queensware, C. Reizenstein & Sons, Pittsburgh, Pa., Claridge.

J. W. Waldorf, house furnishings, china and glassware, Hoschild Kohn & Co., Baltimore, Md., 220 5th Avenue (F. Atkins).

C. C. Millington, toys, Sanger Bros., Dallas, Texas, 1150 Broadway, Room 511.

J. W. Power, house furnishings, Stewart D. G. Co., Louisville, Ky., 16 West 39th Street.

# New York Directory

## IMPORTERS

**FERDINAND BING & CO.'S, Successors,**  
67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

**EDWARD BOOTE, 35-37 West 23d St.**  
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots

**GEO. F. BASSETT & CO., 73 Barclay St.**

"The Dinnerware House of America."

**L. D. BLOCH & CO., 37-41 East 18th St.**  
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

**COPELAND SPODE CHINA AGENCY, 43 West 23rd St.**

Copeland's China, Earthenware and White China Fancies. Phone Gramercy 6275.

**CZECHO-SLOVAK COMMERCIAL CORPORATION OF AMERICA, 141-151 Fifth Ave.**

Czecho-slovak glass and china of every description. Lighting Glassware, Dolls, Toys and Novelties. Telephone—Ashland 7640.

**JOHN DAVISON, Inc., 14 Barclay St.**

English China, Earthenware and Glass.

**A. J. FONDEVILLE & CO., 135 Fifth Ave.**

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

**OTTO GOETZ, 43 Murray St.**

Importer of Crockery, China and Glassware for immediate delivery.

**HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.**

**HAVILAND & CO., 11 East 36th St.**

The Famous "Haviland China" known since 1840.

**KWONG, YUEN & CO., Inc., 253 Fifth Ave.**

Importers of Chinese and Japanese Goods. Telephone—Madison Sq. 9656.

**HERMAN C. KUPPER, 52 Murray St.**  
Ahrenfeldt French China.

**MADDOCK & MILLER, 54 Murray St.**

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

**G. E. MEISSNER, Importers and Commission Merchants, 108 East 16th St.**

Aluminum Cooking Utensils, House-furnishing Specialties, Dolls and Toys, Vacuum Bottles and Novelties.

**MOGI, MOMONOI & CO., 105-107 East 16th St.**

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

**MORIMURA BROS., 53-57 West 23d St.**  
Japanese Goods.

**LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.**

Formerly M. Redon. Alfred G. Moment, Agent.

**PERCY N. LEYLAND, Inc., 184 Fifth Ave.,**

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

## The Fifth Avenue Building



### Uptown Headquarters for the

Pottery Glass China  
Metal Goods and House-  
wares Trades

**WM. S. PITCAIRN CORPORATION,**  
104 Fifth Ave.

Grindley, Doulton. Furnival.

**PAUL A. STRAUB & CO., 105-107 Fifth Ave.**

Tirschenreuth Dinnerware, Specialties in glassware, etc.

**ROBERT SLIMMON & CO., 96 to 102 Church St.**

A. J. Wilkinson's, Ltd., J. H. Weatherby & Sons, Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

**L. STRAUS & SONS, 42, 44, 46 Warren and 116 Chambers Sts.**

Importers and Manufacturers.

**TAIYO TRADING CO., Inc., 101 Fifth Ave.**

Successors to Takito, Ogawa & Co. and the Tajimi Co. Japanese and Chinese Goods. Catalogues upon application. Tel.—Stuyvesant 3823. Chicago Office, 327 West Madison St.

**B. TOMBY, Inc., 9 East 47th St., Representing:**  
Royal Berlin, Royal Dresden, Lorenz

Hutschenreuther, Koenigszelt, Paul Mueller, Royal Nymphenburg, Reinhold Schlegelmilch, Royal Karlsruhe Majolica.

**JUSTIN THARAUD, 24 West 23d St.**

Sole agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

**VOGT & DOSE, 65 Barclay St.**

Open stock dinnerware patterns. White China for decorating.

**J. H. VENON, Inc., 104 Fifth Ave.**

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

**KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.**

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

## DOMESTIC GLASSWARE

**BONITA ART CO., Cox & Company, Representatives, 120 Fifth Ave.**

"The House of New Ideas." Cameo Etchings and Encrusted Coin Gold.

**CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.**

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

**DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.**

Colored and Iridescent Glassware.

**ECONOMY TUMBLER CO., Morgantown, W. Va. Cox & Co., Representatives, 120 Fifth Ave.**

Fine blown tumblers and stemware.

**FOSTORIA GLASS CO., 141-147 Fifth Ave.**

Pressed and blown glassware. John Nixon, Representative.

**GILLINDER & SONS, Inc., 224 Fifth Ave.**

Lighting glassware, glass specialties.

**LANCASTER (O.) GLASS CO., Fred Skelton, Representative, 200 Fifth Ave.**

Pressed ware, lamps, tumblers and novelties.

**UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.**

Pressed and blown glassware.

## LAMPS, SHADES AND LIGHT-ING GLASSWARE

**ARMOR BRONZE CO., Factory, Garwood, N. J. Showrooms, 236 Fifth Ave. and 67-69 Irving Place.**

Manufacturers of metalized lamps, lighting fixtures, art objects, book-ends, etc.



# *Crockery* AND *Glass Journal*

THE REPRESENTATIVE PAPER OF THE INDUSTRY  
PUBLISHED WEEKLY SINCE 1874

*Also  
devoted to  
House-  
furnishings  
Lamps  
Gift Shop  
and  
Art Goods  
Dolls & Toys*



Vol. 94 No. 26

JUNE 29, 1922

DEDICATED  
TO THE  
TRADES  
SERVICE



# L. BERNARDAUD & CO.

LIMOGES, FRANCE

## FINE FRENCH CHINA

IMPORT

*Decorated Dinnerware*

*White for Decorating*

STOCK

*Twenty Patterns for Prompt Delivery*

*White for Decorating*

# L. BERNARDAUD & CO.

46 MURRAY STREET, NEW YORK



## MERCER

Underglaze Decorated  
**Hotel Ware**

Half-Thick :: Roll Edge

A new and distinctive underglaze print

**"LAUREL"**

Printed in bright green under our rich  
hard glaze.

Every hotel supply house should have  
at least a sample line of this decoration  
which is selling wherever it is shown.

Write for samples which we will gladly  
supply free of charge.

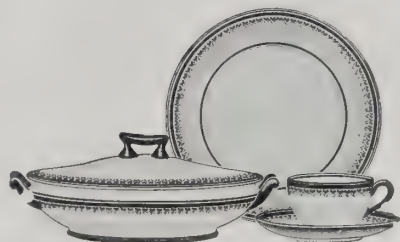
CHICAGO OFFICE: ROOM 408, GARLAND BUILDING, A. G. HALLGREN, REPRESENTATIVE

**MERCER POTTERY COMPANY, Trenton, N.J.**



SMITH PHILLIPS  
SEMI PORCELAIN

## PRINCESS DINNERWARE



PRINCESS SHAPE  
CORDOVA PATTERN

The Smith-Phillips China Co.  
EAST LIVERPOOL, OHIO

Eastern Representatives

Chicago Representative

Phillips, Thistle & Smith, Inc.

E. M. Meder

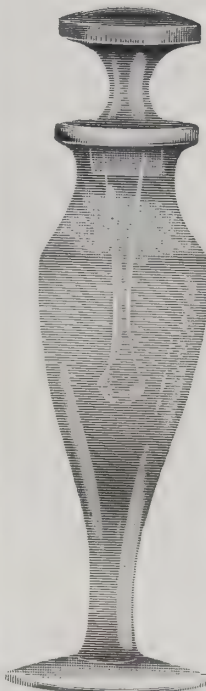
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NEW YORK

17 N. Wabash Ave.  
CHICAGO

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## Westmoreland Specialty Co.

Grapeville, Pa.



No. 1801  
Long Stoppered  
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Manufacturers of High  
Grade Glassware—  
Plain, Cut and Deco-  
rated—for Gift Shops,  
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D. D. Otstott, Inc.  
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ANOTHER SUCCESS. Our delightful new No. 95  
Pattern as illustrated will meet the unqualified  
approval of the most discriminating.



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W. B. Andrews, 30 E. Randolph St., Chicago, Ill.  
Joseph Tomkinson, 213 Commercial Bldg., Philadelphia.  
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CARROLLTON  
H  
CHINA

## The Carrollton Pottery Co.

Carrollton, Ohio

SEMI-PORCELAIN  
DINNERWARE

Manufacturers Decorators

New Dinner Service

"SUPERIOR"

(Plain)

Our efficient factory and office organization offers  
guaranteed quality and excellent service to  
the department store trade

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20645. White and Gold  
Silver Shape

**Dinnerware Pattern**

Haviland & Co.'s French China

An  
old  
pattern  
at  
a new  
lower price.

For  
immediate  
delivery  
from our  
Cleveland  
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The  
**KINNEY & LEVAN  
CO.**

CLEVELAND, OHIO.

An Unusual Gift  
Everything in Glass



The JAPANA SPECIALTY CO.  
34 First Street Grand Haven, Mich.

*Quality  
Dinnerware*



La Rosa No. 263-H.

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**SALINEVILLE, O.**

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E. J. Nickey, Room 61, Loan & Trust Bldg., Milwaukee, Wis.  
E. E. Wilgus, 78 Elmore St., Newton Center, Mass.



L'UNION CERAMIQUE  
FRENCH CHINA  
Pattern No. 7674



A TYPICAL French pattern, dainty and delicate. Border arranged of alternate minute white and green squares coming in about an eighth of an inch from the edge. Inside is a floral border of blue corn flowers and pink roses, leaves a very soft green. Gold hair line just inside the border. Not an absolutely new design with us, but a very successful one.

JUSTIN THARAUD, INC.  
24 West 23rd St. NEW YORK

Telephone Gramercy 5150

NEW YORK

LIMOGES

PARIS

Guerin-Pouyat-Elite, Ltd.

WHITE AND DECORATED CHINA  
LIMOGES, FRANCE

SOLE AGENTS

FOR THE UNITED STATES AND CANADA

OF

Cristalleries de Baccarat

(BACCARAT GLASSWARE)

— FRANCE —

43-47 WEST 23RD STREET

— NEW YORK —

# The Sebring Pottery Company

Chas. L. Sebring  
President

SEBRING  
OHIO

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**MAYER  
CHINA**

**VITRIFIED HOTEL WARE**

ROUND EDGE PLAIN WHITE THICK DECORATED

FOR

HOTELS CLUBS HOSPITALS CAFETERIAS

RAILROADS - STEAMSHIPS RESTAURANTS

**THE MAYER CHINA CO.**  
BEAVER FALLS, PA.

# HOPEWELL CHINA CORPORATION

Hopewell, Va.



Pattern No. 304

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HERBERT & NEUWIRTH CO.

Inc.  
25 West 23d Street  
New York City

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706 Heyworth Bldg.  
Chicago, Ill.

Factory Manager, A. J. STRIKOW

# Henry Witte

*Announces*

HIS REMOVAL

*to*

24 West 23rd Street

(3rd Floor)

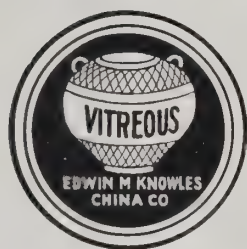
NEW YORK

*And cordially invites  
inspection of many inter-  
esting items comprising  
his new lines for 1922*



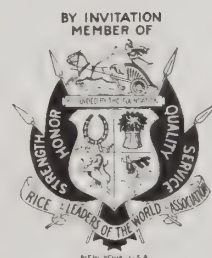


PATTERN-330



*The* Mayflower shape with its grace of line and correct proportion, is particularly well adapted to this delectable decorative treatment in alternate floral and figured panels. Only a vague idea of its beauty can be gained from this illustration.

An exceptional open stock pattern, which never fails in its appeal to the person of good taste.



*The Edwin M. Knowles China Co.*  
East Liverpool Ohio.

French China  
Dinnerware  
65 Barclay St.

# Vogt & Dose

Fancy  
China  
New York

## *The Pattern "Paris"*

One of our new open stock patterns that has registered a substantial success. You are sure to be fascinated with it, too.



## *The Shape "Ideal"*

Its striking color treatment in brilliant shades of French blue, buff, pink and green with coin gold edging and handles to add to its richness is indeed irresistible.

**T&V**

Twenty-five Open Stock Patterns Carried in New York

## New Glassware Catalogue

Write to-day for your copy of the United States Glass Company's new catalogue of Glassware for Soda Fountains, Hotels and Confectioners. Over 100 pages—illustrating the most complete lines of Glassware ever put on the market. Off the press July 1st.

Write To-day!



## UNITED STATES GLASS COMPANY

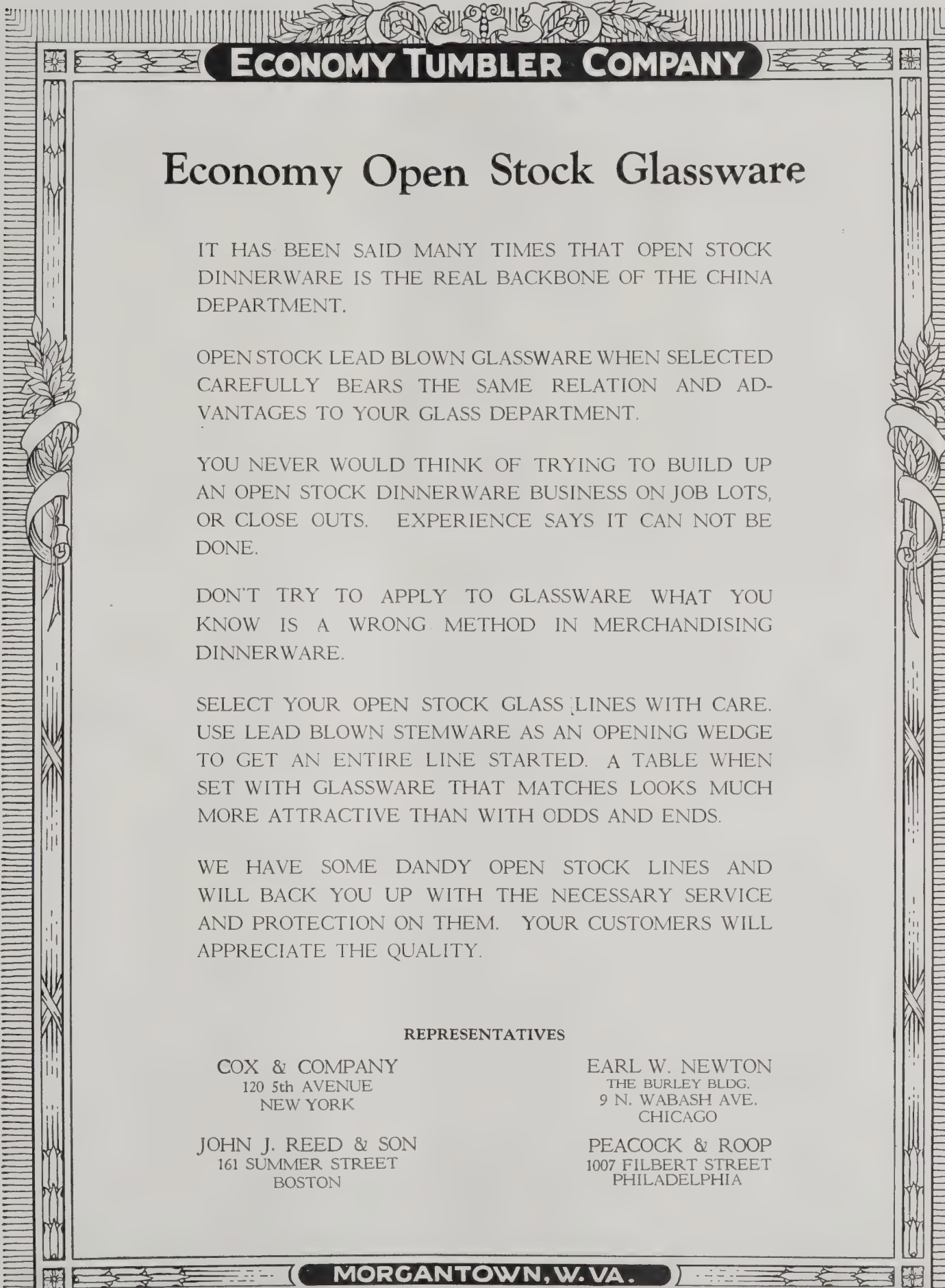
General Offices and Salesrooms, South 9th and Bingham Sts., Pittsburgh, Pa.

New York: 1107 Broadway,  
E. T. W. Craig, Representative  
Philadelphia: Eleventh & Market Sts.  
J. A. Hemple, Representative  
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## ECONOMY TUMBLER COMPANY

### Economy Open Stock Glassware

IT HAS BEEN SAID MANY TIMES THAT OPEN STOCK DINNERWARE IS THE REAL BACKBONE OF THE CHINA DEPARTMENT.

OPEN STOCK LEAD BLOWN GLASSWARE WHEN SELECTED CAREFULLY BEARS THE SAME RELATION AND ADVANTAGES TO YOUR GLASS DEPARTMENT.

YOU NEVER WOULD THINK OF TRYING TO BUILD UP AN OPEN STOCK DINNERWARE BUSINESS ON JOB LOTS, OR CLOSE OUTS. EXPERIENCE SAYS IT CAN NOT BE DONE.

DON'T TRY TO APPLY TO GLASSWARE WHAT YOU KNOW IS A WRONG METHOD IN MERCHANDISING DINNERWARE.

SELECT YOUR OPEN STOCK GLASS LINES WITH CARE. USE LEAD BLOWN STEMWARE AS AN OPENING WEDGE TO GET AN ENTIRE LINE STARTED. A TABLE WHEN SET WITH GLASSWARE THAT MATCHES LOOKS MUCH MORE ATTRACTIVE THAN WITH ODDS AND ENDS.

WE HAVE SOME DANDY OPEN STOCK LINES AND WILL BACK YOU UP WITH THE NECESSARY SERVICE AND PROTECTION ON THEM. YOUR CUSTOMERS WILL APPRECIATE THE QUALITY.

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K.T.&K.  
S—V  
CHINA

**AMERICA  
22008**

Looking forward with profound confidence it shall be our purpose to fully maintain the characteristic ideals of our organization.

**QUALITY—  
SERVICE**

Interrupted for a time but now being rapidly re-established.

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The Knowles, Taylor  
& Knowles Company

*Grant's Tomb*



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Complete line of cut glass, electroliers, hand painted shades, silver plate and prize cups.

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Lustre Art Pottery, Jardinieres, etc. Nursery Items and Black Tea Pots.

**THE SAXON CHINA CO., Sebring, Ohio.**

E. V. Weiss, Sales Manager, 874

Broadway. High-Grade Semi-Portland Dinnerware.

**THE SEBRING POTTERY CO., Sebring, Ohio.**

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Dealers and Decorators of Fine Glass and China. R. H. Fogel, Proprietor. Phone, Stuyvesant 8905.

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N. W. corner of 17th Street

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Imperial Glass Company  
Economy Tumbler Co.  
Bonita Art Glass Co.  
T. B. Clark & Co.  
S. K. Bitner & Co.

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Oxford Pottery Co.  
Brush McCoy Pottery Co.

### Housefurnishings

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Wapak Hollowware Co.

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**J. CARL UNDERWOOD, 170 Fifth Ave., cor. 22nd St.**

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**D. KING IRWIN, Fifth Avenue Building.**

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**THE ALBRIGHT CHINA CO.**  
*Factories at*  
 Carrollton, Ohio                      Scio, Ohio  
**POPULAR PRICED DINNERWARE**  
**OF QUALITY**  
*Three shapes*  
 Glendere—Fancy Shape  
 Highland—Plain Shape  
 Pilgrim—Octagon Shape  
**EXCLUSIVE DECORATIONS**  
 MAIN SALES OFFICE  
 Room 25  
 Palmer House  
 Chicago, Ill.  
 I. E. MINCKS, Sec'y, and W. T. DARDEN, Mgr. of  
     *Sales, in charge.*  
 Factory Office  
 Carrollton, O.  
 J. I. LORE, Treas. in charge.

  
**ALBRIGHT CHINA**

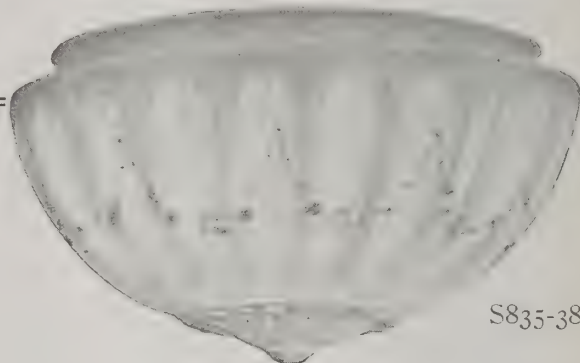
## A Brand New PITTSBURGH Beauty

This beautiful new addition to the "Pittsburgh" Lines is made of our famous Heat Resisting White Glass—hand decorated and tinted. It comes in the following sizes:

14" diameter	12" fitter	No. 835
14" " "	6" " "	838
12" " "	10" " "	834
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Pendants and electrics to match. See them at our nearest display room, or write

Pittsburgh Lamp Brass & Glass Company  
Dept. 22, Pittsburgh, Pa.



S835-38

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*No obligation unless  
you are satisfied.*



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Canonsburg,                      Penna.



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Eastern Representative  
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7 West 22nd Street  
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*Complete Line on Display  
at Factory Sample Room*





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Continuing until further notice the  
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becomes effective

1. ADVERTISING FORMS WILL CLOSE ON MONDAY AT 4 p. m. Advertising matter intended for publication the following Thursday must reach this office by Monday noon.
2. Changes in copy for standing advertisements must be sent in one week in advance. Where proof is required state so PLAINLY.
3. Our field being confined to Crockery, Glass, Lamps, Gift Shop and Art Goods, Housefurnishings, Dolls and Toys, we will be compelled to refuse advertising not covered by these headings. We reserve the right to reject any advertising which we consider detrimental to the best interests of the trade as a whole.

## **Service Department**

For the benefit of our advertisers we maintain a competent art and copy staff who will be glad to create copy and art work necessary to the complete campaign. Your individual requirements will receive prompt attention.

**DEMAREST  
PUBLICATIONS, Inc.**

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is stamped

*Haviland* on white china  
France

*Haviland & Co* on decorated china  
Limoges

We respectfully remind dealers that the china stamped "Haviland" or "Haviland & Co." is the only china known since 1840 as Haviland China and that any other ware with the name Haviland in its stamp cannot be lawfully sold as Haviland China, or without the mention of the name in full with which it is stamped.

Any infringement upon our exclusive right to the denomination of "Haviland China" for our ware would oblige us to sue the offender for damages.

**Haviland & Co.**  
11 East 36th St., New York

























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